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Census of Retail Trade

RC82-A-50

GEOGRAPHIC AREA SERIES

Wisconsin



The publications
from the 1982 Economic and
Agriculture Censuses are dedicated
to the memory of Shirley Kallek,
Associate Director for Economic Fields.
During her career at the Bureau of the
Census (1955 to 1983), she continually
directed efforts to improve
the timeliness and accuracy of
economic statistics.

1982 Census of Retail Trade

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Wisconsin

Issued November 1984



U.S. Department of Commerce

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INTRODUCTION

ECONOMIC CENSUSES OVER TIME

The early beginnings of America's industrial output were first measured in the United States in the 1810 Decennial Census and again in 1820, when questions on manufacturing were included with those for population. Beginning with the 1840 Decennial Census, there were enumerations of manufactures and mineral industries at 10-year intervals up to and including the year 1900 for manufactures and 1940 for mineral industries. The latter census was again taken for 1954, 1958, 1963, and 1967.

Because of the increasing dominance of manufacturing in the early 20th century, Congress directed that quinquennial censuses of manufactures be taken beginning in 1905. However, from 1919 through 1939, these censuses were conducted every 2 years. The need for war-related current surveys in the early 1940's postponed the next census of manufactures until 1948 (for 1947). That census was again taken for 1954, 1958, 1963, and 1967.

Retail and wholesale trade data were first collected in 1930, and in 1933 information on selected service industries was added to the data-collection operation. These business censuses, as they were called, were again taken for 1935, 1939 (as part of the 1940 decennial program), 1948, 1954, 1958, 1963, and 1967.

Information on construction industries was first obtained in 1930 and again for 1935 and 1939. Data for the full spectrum of construction industries were not gathered again until 1968 (for 1967).

The need for transportation data to supplement information available from existing governmental or private sources was recognized by Congress in the late 1950's and early 1960's. The census of transportation (consisting of several surveys) was first taken for 1963 and again for 1967.

Since 1967, all of the above censuses have been taken quinquennially as part of the Census Bureau's economic census program. (For the 1977 censuses, the coverage of the service industries was broadened from "selected services" to all services, except religious organizations and private households. A total of 41 additional four-digit standard industrial classifications¹ (SIC's) in 7 SIC major groups was added to the scope of the census. While most of the industries included for the first time for 1977 were covered again for 1982, some were not, i.e., hospitals; elementary and secondary schools; colleges, universities, and professional schools; junior colleges and technical institutes; labor unions and similar labor organizations; and political organizations.)

The first manufacturing census for an outlying area was conducted in Puerto Rico for the year 1909. Thereafter, with the exception of 1929, a census was taken at 10-year intervals through 1949. The first censuses of retail trade, wholesale trade, and selected service industries in Puerto Rico were conducted for 1939. These censuses also were taken for the years 1949,

1954, 1958, 1963, and 1967. A census of construction industries was first introduced in Puerto Rico for 1967. These censuses of Puerto Rico have been taken since then for the years 1972, 1977, and 1982.

Censuses of manufactures, retail trade, wholesale trade, and selected service industries were conducted in Guam and the Virgin Islands of the United States for 1958, 1963, 1967, 1972, 1977, and 1982. Censuses of mineral industries were taken in the Virgin Islands of the United States for the years 1958, 1963, and 1967 but not since that time. A census of construction industries was also undertaken in these areas for 1972, 1977, and 1982.

Retail trade, wholesale trade, selected service industries, manufacturing, and construction industries were canvassed for the first time in the Northern Mariana Islands in 1983 (for 1982).

For 1982, the economic censuses and agriculture censuses were conducted concurrently.

USES OF THE ECONOMIC CENSUSES

The economic censuses are the major source for facts about the structure and functioning of the Nation's economy and provide essential information for government, business, industry, and the general public. They provide an important part of the framework for such composite measures as the gross national product, input-output measures, indexes of industrial production, and indexes measuring productivity and price levels. Information from the censuses is used to establish sampling frames and as benchmarks for current surveys of business activity, which are essential for measuring short-term economic conditions.

State and local governments use census data to assess business activities within their jurisdictions. The private sector uses the data to forecast general economic conditions; analyze sales performance; lay out sales territories; allocate funds for advertising; decide on locations for new plants, warehouses, or stores; and measure potential markets in terms of size, geographic areas, kinds of business, and kinds of products made or sold.

Following every census, thousands of businesses and other users purchase reports. Likewise, census facts are widely disseminated by trade associations, business journals, and newspapers. Volumes containing census statistics are available in most major public and college libraries. All 1982 data are available on microfiche from the U.S. Government Printing Office and most data on computer tape from the Census Bureau. Finally, the more than 50 State Data Centers also are suppliers of economic census statistics.

AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which

¹Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 041-001-00066-6. 1977 Supplement. Stock No. 003-005-00176-0.

directs that they be taken at 5-year intervals for the years ending in 2 and 7. The 1982 Economic Censuses covered manufacturing, mining, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. Special programs also cover minority-owned and women-owned businesses. The next economic censuses are scheduled to be taken in 1988 for the year 1987.

CENSUS OF RETAIL TRADE

The 1982 Census of Retail Trade, part of the 1982 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.¹ It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. The census excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. Data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government are not included. The basic tabulations in this report do not include data for establishments which are auxiliary (primary function is providing a service, such as warehouses) to retail establishments within the same organization. Data for auxiliaries are presented for selected industrial classifications in tables included in the United States Summary report issued as part of this series. Data for auxiliaries are presented for more detailed industry breakdowns in a subsequent report issued as part of the 1982 Enterprise Statistics reports.

For the 1982 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing administrative records of other Federal agencies were used instead. These records provided basic information on location, kind of business, sales, payroll, number of employees, and legal form of organization. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure, so this information may be released even though other information is withheld.

GEOGRAPHIC AREAS COVERED

This report series presents data for the following areas:

1. The United States as a whole.

¹ Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 041-001-00066-6. 1977 Supplement. Stock No. 003-005-00176-0.

2. Each State and the District of Columbia.
3. Each standard consolidated statistical area (SCSA) defined by the Office of Management and Budget as of January 1, 1982, meeting the criteria published in the 1975 Standard Metropolitan Statistical Areas manual or Federal Register, January 3, 1980, Vol. 45, No. 2.^{2 3} An SCSA is an area used to facilitate the presentation and analysis of data for large concentrations of metropolitan populations. It includes two or more contiguous standard metropolitan statistical areas which have a population of at least 1,000,000⁴ and which meet specific criteria of urban character and of social and economic integration.
4. Each standard metropolitan statistical area (SMSA) defined by the Office of Management and Budget as of January 1, 1982, meeting the criteria published in the 1975 Standard Metropolitan Statistical Areas manual or Federal Register, January 3, 1980, Vol. 45, No. 2.^{2 3} An SMSA is an integrated economic and social unit with a population nucleus of at least 50,000 inhabitants.⁴ Each SMSA consists of one or more counties meeting standards of metropolitan character; in New England, cities and towns rather than counties are the component geographic units.
5. The area within the State outside standard metropolitan statistical areas.
6. Each county or county equivalent.^{5 6}
7. Each municipality of 2,500 inhabitants or more incorporated as a city, borough, village, or town.^{4 5}

For the economic censuses, boroughs and census areas in Alaska, boroughs in New York, and towns in New York and Wisconsin are not included in this category.

8. Special economic urban areas (SEUA's), which include townships in New Jersey and Pennsylvania and towns in New England with 10,000 inhabitants or more.⁴

Data are published in the 1982 Census of Retail Trade, Major Retail Centers series, RC82-C, for each central business district (CBD) in SMSA central cities and other SMSA cities with 50,000 inhabitants or more that chose to participate in the delineation of a CBD, and for each major retail center other than a CBD in an SMSA.

² Standard Metropolitan Statistical Areas, Revised Edition 1975 (for SMSA's prior to January 3, 1980). For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, and Federal Register (for SMSA's since January 3, 1980), Vol. 45, No. 2, pages 956-963. Available from Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

³ On June 30, 1983, the Office of Management and Budget announced newly defined metropolitan statistical areas (MSA's), consolidated metropolitan statistical areas (CMSA's), and primary metropolitan statistical areas (PMSA's) into which previously defined SMSA's and SCSA's were restructured. The 1982 Economic Censuses publications do not present data for the newly defined areas. These areas were defined after 1982 publication plans were almost complete. Inclusion of the newly defined areas would have materially delayed the publication of the 1982 Economic Censuses reports. However, limited 1977 data for the new areas will be published in the 1984 edition of the State and Metropolitan Area Data Book, and limited 1982 data will be published in the 1985 edition.

⁴ According to 1980 Census of Population.

⁵ Those defined as of January 1, 1982.

⁶ See appendix F for Alaska, Louisiana, Maryland, Missouri, Montana, Nevada, Virginia, and District of Columbia county equivalents.

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars, i.e., 1982 data are expressed in 1982 dollars and 1977 data in 1977 dollars. Consequently, when making comparisons to prior years, users of the data should consider the inflation that has occurred.

RELIABILITY OF DATA

All data compiled in this report originated from either census questionnaires or administrative records of other Federal agencies and, therefore, are not subject to sampling errors. However, the data are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, and estimation for missing or misreported data.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data; however, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Bureau of the Census obtains on computer tape limited information extracted from administrative records of other Federal agencies. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication. For an indication of the extent that data included in these reports were obtained from the administrative records of other Federal agencies and from estimation, rather than reports directly from respondents, see appendix E. Also, see appendix A for a more detailed explanation of census coverage and methodology.

MICROFICHE AND COMPUTER TAPES

The data in this report series are also available on microfiche and computer tapes. Microfiche reports are sold by the U.S. Government Printing Office. Computer tapes are sold by the Data User Services Division, Customer Services (Tapes), Bureau of the Census, Washington, D.C. 20233.

SPECIAL TABULATIONS

Special tabulations of data collected in the 1982 Census of Retail Trade may be obtained, depending on availability of time

and personnel, on computer tape or in tabular form. The data will be in summary form and subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis. A request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

To discuss a special tabulation before submitting specifications, call 301-763-5282.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

- ** Data not provided because establishments without payroll are classified only at a broader kind-of-business level by the Internal Revenue Service (IRS). However, data for 1982 available only for total retail trade for all geographic areas. Establishments without payroll could not be published by kind of business as planned because many businesses were miscoded by the IRS into miscellaneous categories rather than being classified in the specific kind of business.
- Represents zero.
- †† Available only for total retail trade. Data for most establishments without payroll were extracted from information reported by businesses on Internal Revenue Service (IRS) form 1040, Schedule C. These data could not be published by kind of business as planned because many businesses were miscoded by the IRS into miscellaneous categories rather than being classified in the specific kind of business.
- (D) Withheld to avoid disclosing data for individual companies; data are included in broader kind-of-business totals.
- (IC) Independent city.
- (NA) Not available.
- (NC) Not comparable.
- (X) Not applicable.
- n.e.c. Not elsewhere classified.
- r Revised.
- pt. Part.
- SIC Standard Industrial Classification.
- SCSA Standard Consolidated Statistical Area.
- MSA Standard Metropolitan Statistical Area.

Users' Guide for Locating Statistics in This Report by Table Number

Information shown in tables	Table									
	1	2	3	4	5	6	7	8	9	10
GEOGRAPHIC AREAS										
The State	X	X	X					X	X	X
SCSA's in the State				X						
SMSA's in the State				X						
Area of the State not in any SMSA					X					
Counties in the State						¹ X			X	
Places in the State							¹ X	² X		² X
DATA ITEMS³										
All establishments:										
Establishments	X	X		X	X	X	X	X		
Sales	X	X		X	X	X	X	X		
Unincorporated businesses	X			X	X	X	X	X		
Number of inhabitants per establishment			X							
1977 to 1982 comparative statistics (establishments, sales)										
Sales per capita		X	X							
Sales per establishment			X							
Counties ranked by volume of sales									X	
Places ranked by volume of sales										² X
Establishments with payroll:										
Establishments	X			X	X	X	X	X		
Sales	X	X		X	X	X	X	X		
Annual payroll	X	X		X	X	X	X	X		
First quarter payroll	X			X	X	X	X	X		
Paid employees for pay period including March 12, 1982	X			X	X	X	X	X		
1977 to 1982 comparative statistics (sales, payroll)										
Sales per establishment		X	X							
Sales per employee			X							
Payroll per employee			X							
Employees per establishment			X							
Establishments without payroll:										
Sales per establishment			X							

¹ Includes areas with 500 retail establishments or more.

² Includes places with 2,500 inhabitants or more, according to the 1980 Census of Population.

³ See Explanation of Terms, appendix A.

Users' Guide for Locating Statistics in the 1982 Census of Retail Trade Reports

Report and geographic area	Information shown in reports by kind of business or industry category										
	Number of establishments	Sales (\$1,000)	Payroll (\$1,000)	Number of employees	Sales per capita and selected ratios	Merchandise line sales	Sales size and employment size of establishments and firms	Concentration ratios of largest firms	Single units and multi-units	Legal form of organization	Selected topics
GEOGRAPHIC AREA SERIES											
United States	X	X	X	X	X						
State	X	X	X	X	X						
SCSA	X	X	X	X							
SMSA	X	X	X	X							
County	X	X	X	X							
Place	X	X	X	X							
MAJOR RETAIL CENTERS											
SMSA	X	X									
City	X	X	X	X							
CBD	X	X	X	X							
MRC	X	X	X	X							
ESTABLISHMENT AND FIRM SIZE (INCLUDING LEGAL FORM OF ORGANIZATION)											
United States	X	X	X	X			X	X	X	X	
MEASURES OF VALUE PRODUCED, CAPITAL EXPENDITURES, DEPRECIABLE ASSETS, AND OPERATING EXPENSES											
United States		X	X							X	¹ X
MERCHANDISE LINE SALES											
United States	X	X				X					
State	² X	² X				² X					
SMSA	² X	² X				² X					
MISCELLANEOUS SUBJECTS											
United States	X	X	X	X							³ X
State	X	X	X	X							³ X
SMSA	X	X	X	X							³ X

¹ Includes value produced, capital expenditures, depreciable assets, and selected operating expenses detail.

² Data available in printed form only for the United States and selected SMSA's based on volume of retail sales. Data for other areas are available only on microfiche.

³ For the United States, States, and SMSA's, includes data on number of gasoline pumps and gallon sales of gasoline and other automotive fuels as well as establishments offering self-service sale of gasoline; on waiter or waitress service, seating capacity and average cost per meal; and on the number of pharmacists, number of prescriptions filled, and percent of prescriptions paid for by third parties. For the United States and States only, includes data on types of food service, franchise holders, concession operators, contract feeding and automatic merchandising machine operators; and on the gallon sales of fuels, LP gas bulk storage capacity, and number of establishments selling bottled LP gas.

CONTENTS

[Page numbers listed here omit the prefix that appears as part of the number of each page]

	Page
Introduction.	III
Users' Guide for Locating Statistics in This Report by Table Number	VI
Users' Guide for Locating Statistics in the 1982 Census of Retail Trade Reports	VII
Summary of Findings.	2

TABLES

1. Summary Statistics for the State: 1982	3
2. Comparative Statistics for the State: 1982 and 1977	5
3. Selected Ratios for the State: 1982.	7
4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982.	9
5. Summary Statistics for the Area Outside Standard Metropolitan Statistical Areas: 1982	27
6. Summary Statistics for Counties With 500 Establishments or More: 1982	29
7. Summary Statistics for Places With 500 Establishments or More: 1982	47
8. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More: 1982.	58
9. Counties Ranked by Volume of Sales: 1982	68
10. Places With 2,500 Inhabitants or More Ranked by Volume of Sales: 1982	68

APPENDIXES

A. General Explanation	A-1
B. General Questions	B-1
C. Kind-of-Business Titles and Reporting-Form Numbers	C-1
D. Standard Metropolitan Statistical Areas	D-1
E. Percent of Sales Data Based on Administrative Records and Estimation for the State: 1982.	E-1
F. Geographic Notes	F-1

Publication Program.	Inside back cover
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SUMMARY OF FINDINGS

Data from the 1982 Census of Retail Trade show that Wisconsin's 42,747 retail stores had sales totaling \$20.6 billion. In 1977, 43,047 stores had sales of \$14.9 billion. These data also revealed that the State's 29,966 retail establishments with payroll registered \$20.0 billion in sales in 1982, compared to sales of \$14.4 billion by 30,029 stores in 1977.

For establishments with payroll, sales of grocery stores accounted for 21.1 percent of the State's total sales by retailers in 1982, compared to 19.8 percent in 1977. Other leading retail kinds of business in 1982 were new car dealers with 14.2 percent of sales, department stores (including leased departments) with 10.6 percent, gasoline service stations with 10.5 percent, and eating places with 8.8 percent.

For 1982, sales for all retailers in Wisconsin averaged \$481 thousand per establishment, compared to \$345 thousand in 1977. Sales for establishments with payroll averaged \$668 thousand in 1982, compared to \$478 thousand in 1977. In 1982, department stores (including leased departments) averaged \$9.6 million per establishment; new car dealers, \$3.5 million; grocery stores, \$2.0 million; drug and proprietary stores, \$568 thousand; and furniture stores, \$497 thousand.

For retail establishments with payroll, 1982 sales per employee averaged \$63 thousand. New car dealers had sales per employee of \$198 thousand, which contrasts sharply with the \$18 thousand per employee average for eating places.

The 1982 payroll of retailers in the State amounted to \$2.4 billion, compared to \$1.8 billion for 1977. Payroll as a percent of sales of establishments with payroll averaged 12.0 percent for all retailers, 26.9 percent for eating places, and 4.9 percent for gasoline service stations.

There were 318,432 paid employees (full- and part-time) engaged in retail trade in the State as of mid-March 1982, compared to 298,495 employees in 1977. Eating places were the largest employers, with 101,027 employees; followed by grocery stores, 39,528 employees; and department stores (excluding leased departments), 33,250.

Milwaukee County led the counties in the State, accounting for 22.1 percent of total sales by retailers. Milwaukee had the largest sales among all places in the State, with 12.1 percent of the State total.

Table 1. Summary Statistics for the State: 1982

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A]

SIC code	Kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partne- rships (number)					
	Retail trade² -----	42 747	20 553 996	22 943	2 860	29 966	20 028 339	2 398 889	556 776	318 432
52	Building materials, hardware, garden supply, and mobile home dealers -----	††	††	††	††	1 805	1 022 478	137 586	31 244	12 134
521, 3	Building materials and supply stores -----	††	††	††	††	877	639 679	82 675	18 515	5 999
521	Lumber and other building materials dealers -----	††	††	††	††	697	589 217	74 449	16 651	5 270
523	Paint, glass, and wallpaper stores -----	††	††	††	††	180	50 462	8 226	1 864	729
525	Hardware stores -----	††	††	††	††	680	279 065	41 870	10 021	4 818
526	Retail nurseries, lawn and garden supply stores -----	††	††	††	††	160	59 676	8 430	1 738	1 002
527	Mobile home dealers -----	††	††	††	††	88	44 058	4 611	970	315
53	General merchandise group stores -----	††	††	††	††	739	2 409 429	281 423	65 551	40 078
531	Department stores (incl. leased depts.) ^{3 4} -----	††	††	††	††	221	2 113 986	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³ -----	††	††	††	††	221	1 963 457	233 145	54 418	33 250
531 pt.	Conventional ³ -----	††	††	††	††	55	(D)	(D)	(D)	(D)
531 pt.	Discount or mass merchandising ³ -----	††	††	††	††	124	996 821	102 733	22 992	15 425
531 pt.	National chain ³ -----	††	††	††	††	42	(D)	(D)	(D)	(D)
533	Variety stores -----	††	††	††	††	265	125 925	20 186	4 781	3 398
539	Miscellaneous general merchandise stores -----	††	††	††	††	253	320 047	28 092	6 352	3 430
54	Food stores -----	††	††	††	††	3 107	4 477 611	432 745	102 865	46 816
541	Grocery stores -----	††	††	††	††	2 077	4 221 390	386 769	92 424	39 528
542	Meat and fish (seafood) markets -----	††	††	††	††	213	92 593	12 296	2 935	1 438
546	Retail bakeries -----	††	††	††	††	403	75 922	21 245	4 706	3 917
5462	Retail bakeries—baking and selling -----	††	††	††	††	340	57 993	17 906	3 948	3 332
5463	Retail bakeries—selling only -----	††	††	††	††	63	17 929	3 339	758	585
543, 4, 5, 9	Other food stores -----	††	††	††	††	414	87 706	12 435	2 800	1 933
543	Fruit stores and vegetable markets -----	††	††	††	††	25	18 170	2 461	553	252
544	Candy, nut, and confectionery stores -----	††	††	††	††	128	12 851	2 301	521	462
545	Dairy products stores -----	††	††	††	††	152	38 605	5 128	1 159	788
549	Miscellaneous food stores -----	††	††	††	††	109	18 080	2 545	567	431
55 ex. 554	Automotive dealers -----	††	††	††	††	1 844	3 432 489	301 375	70 819	19 822
551	Motor vehicle dealers—new and used cars -----	††	††	††	††	824	2 853 779	235 045	56 311	14 381
552	Motor vehicle dealers—used cars only -----	††	††	††	††	227	117 549	9 001	1 933	759
553	Auto and home supply stores -----	††	††	††	††	473	283 590	39 061	8 725	2 986
553 pt.	Tire, battery, and accessory dealers -----	††	††	††	††	452	230 349	35 837	8 018	2 727
553 pt.	Other auto and home supply stores -----	††	††	††	††	21	53 241	3 224	707	259
555, 6, 7, 9	Miscellaneous automotive dealers -----	††	††	††	††	320	177 571	18 268	3 850	1 696
555	Boat dealers -----	††	††	††	††	126	69 096	7 945	1 607	670
556	Recreational and utility trailer dealers -----	††	††	††	††	54	33 437	2 724	547	228
557	Motorcycle dealers -----	††	††	††	††	124	70 369	6 877	1 511	737
559	Automotive dealers, n.e.c. -----	††	††	††	††	16	4 669	722	185	61
554	Gasoline service stations -----	††	††	††	††	2 701	2 110 502	103 685	24 594	13 921
56	Apparel and accessory stores -----	††	††	††	††	2 413	832 459	111 037	26 437	16 451
561	Men's and boys' clothing and furnishings stores -----	††	††	††	††	296	107 581	18 155	4 402	1 921
562, 3, 8	Women's clothing and specialty stores and furriers -----	††	††	††	††	870	309 171	40 015	9 652	6 740
562	Women's ready-to-wear stores -----	††	††	††	††	777	290 700	36 854	8 903	6 294
563, 8	Women's accessory and specialty stores and furriers -----	††	††	††	††	93	18 471	3 161	749	446
565	Family clothing stores -----	††	††	††	††	347	204 689	24 674	5 776	3 651
566	Shoe stores -----	††	††	††	††	722	185 800	24 667	5 810	3 480
566 pt.	Men's shoe stores -----	††	††	††	††	64	10 304	1 555	391	183
566 pt.	Women's shoe stores -----	††	††	††	††	125	29 305	4 512	1 010	611
566 pt.	Children's and juveniles' shoe stores -----	††	††	††	††	17	3 105	510	99	83
566 pt.	Family shoe stores -----	††	††	††	††	516	143 086	18 090	4 310	2 603
564, 9	Other apparel and accessory stores -----	††	††	††	††	178	25 218	3 526	797	659
564	Children's and infants' wear stores -----	††	††	††	††	64	13 173	1 494	350	326
569	Miscellaneous apparel and accessory stores -----	††	††	††	††	114	12 045	2 032	447	333
57	Furniture, home furnishings, and equipment stores -----	††	††	††	††	1 879	841 723	122 786	29 203	11 243
5712	Furniture stores -----	††	††	††	††	537	267 102	43 955	10 551	3 953
5713, 4, 9	Home furnishing stores -----	††	††	††	††	441	132 235	20 545	4 884	2 162
5713	Floor covering stores -----	††	††	††	††	234	87 306	12 888	3 064	1 100
5714	Drapery, curtain, and upholstery stores -----	††	††	††	††	62	7 309	1 598	394	209
5719	Miscellaneous home furnishing stores -----	††	††	††	††	145	37 620	6 059	1 426	853
572	Household appliance stores -----	††	††	††	††	268	134 264	19 698	4 779	1 706
573	Radio, television, and music stores -----	††	††	††	††	633	308 122	38 588	8 989	3 422
5732	Radio and television stores -----	††	††	††	††	434	238 330	27 689	6 214	2 165
5733	Music stores -----	††	††	††	††	199	69 792	10 899	2 775	1 257
5733 pt.	Record shops -----	††	††	††	††	82	31 507	3 508	859	486
5733 pt.	Musical instrument stores -----	††	††	††	††	117	38 285	7 391	1 916	771

See footnotes at end of table.

Table 1. Summary Statistics for the State: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A]

SIC code	Kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
58	Eating and drinking places	††	††	††	††	9 493	2 166 675	550 099	122 522	117 930
5812	Eating places	††	††	††	††	5 795	1 772 480	476 279	105 011	101 027
5812 pt.	Restaurants and lunchrooms	3 356	1 059 422	303 608	67 410	63 648
5812 pt.	Cafeterias	63	17 232	4 883	1 085	826
5812 pt.	Refreshment places	2 002	597 019	139 638	30 588	30 433
5812 pt.	Other eating places	374	98 807	28 150	5 928	6 120
5813	Drinking places (alcoholic beverages)	††	††	††	††	3 698	394 195	73 820	17 511	16 903
591	Drug and proprietary stores	††	††	††	††	961	545 741	81 346	19 230	9 832
591 pt.	Drug stores	902	515 495	77 362	18 370	9 162
591 pt.	Proprietary stores	59	30 246	3 984	860	670
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	5 024	2 189 232	276 807	64 311	30 205
592	Liquor stores	††	††	††	††	728	337 318	23 813	5 425	3 695
593	Used merchandise stores	††	††	††	††	266	48 573	10 126	2 455	1 250
594	Miscellaneous shopping goods stores	††	††	††	††	2 152	540 168	79 243	18 074	10 888
5941	Sporting goods stores and bicycle shops	††	††	††	††	521	162 712	20 266	4 519	2 373
5941 pt.	General line sporting goods stores	254	97 214	10 942	2 485	1 347
5941 pt.	Specialty line sporting goods stores	267	65 498	9 324	2 034	1 026
5942	Book stores	††	††	††	††	170	49 463	6 230	1 517	970
5943	Stationery stores	††	††	††	††	59	12 193	2 147	459	252
5944	Jewelry stores	††	††	††	††	410	126 668	23 209	5 413	2 240
5945	Hobby, toy, and game shops	††	††	††	††	156	35 313	4 076	994	766
5946	Camera and photographic supply stores	††	††	††	††	76	24 960	3 624	809	415
5947	Gift, novelty, and souvenir shops	††	††	††	††	513	74 560	11 572	2 448	2 137
5948	Luggage and leather goods stores	††	††	††	††	24	4 286	821	199	126
5949	Sewing, needlework, and piece goods stores	††	††	††	††	223	50 013	7 298	1 716	1 609
596	Nonstore retailers ²	††	††	††	††	525	678 650	98 508	22 883	8 021
5961	Mail order houses	††	††	††	††	202	463 032	55 227	12 622	4 025
5962	Automatic merchandising machine operators	††	††	††	††	145	142 938	28 952	7 197	2 411
5963	Direct selling establishments ²	††	††	††	††	178	72 680	14 329	3 064	1 585
598	Fuel and ice dealers	††	††	††	††	313	418 750	30 119	7 577	2 069
5983	Fuel oil dealers	††	††	††	††	157	279 046	14 845	3 867	1 056
5984	Liquefied petroleum gas (bottled gas) dealers	††	††	††	††	147	138 726	15 141	3 678	991
5982	Fuel and ice dealers, n.e.c.	††	††	††	††	9	978	133	32	22
5992	Florists	††	††	††	††	391	55 982	11 774	2 596	1 887
5993	Cigar stores and stands	††	††	††	††	24	4 570	477	110	80
5994	News dealers and newsstands	††	††	††	††	22	3 465	386	93	56
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	603	101 756	22 361	5 098	2 259
5999 pt.	Optical goods stores	174	27 275	7 006	1 673	554
5999 pt.	Pet shops	79	9 662	1 659	389	306
5999 pt.	Typewriter stores	14	2 571	689	184	57
5999 pt.	Other miscellaneous retail stores, n.e.c.	336	62 248	13 007	2 852	1 342

¹Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

²Excludes nonemployer direct sellers, SIC 5963.

³Includes sales from catalog order desks.

⁴Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 2. Comparative Statistics for the State: 1982 and 1977

[For meaning of abbreviations and symbols, see Introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A]

SIC code	Kind of business	All establishments¹					Establishments with payroll¹					
				Sales			Sales			Annual payroll		
				1982 (number)	1977 (number)	1982 (\$1,000)	1977 (\$1,000)	Percent change 1977 to 1982	1982 (\$1,000)	1977 (\$1,000)	Percent change 1977 to 1982	1982 (\$1,000)
	Retail trade² -----	42 747	43 047	20 553 996	14 855 821	38.4	20 028 339	14 352 648	39.5	2 398 889	1 778 261	34.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	††	2 313	††	987 203	(NA)	1 022 478	963 424	6.1	137 586	112 107	22.7
521, 3	Building materials and supply stores -----	††	1 029	††	681 303	(NA)	639 679	674 523	-5.2	82 675	74 128	11.5
521	Lumber and other building materials dealers -----	††	786	††	641 556	(NA)	589 217	636 364	-7.4	74 449	67 615	10.1
523	Paint, glass, and wallpaper stores -----	††	243	††	39 747	(NA)	50 462	38 159	32.2	8 226	6 513	26.3
525	Hardware stores -----	††	856	††	211 272	(NA)	279 065	201 269	38.7	41 870	28 372	47.6
526	Retail nurseries, lawn and garden supply stores -----	††	277	††	38 779	(NA)	59 676	35 946	66.0	8 430	5 425	55.4
527	Mobile home dealers -----	††	151	††	55 849	(NA)	44 058	51 686	-14.8	4 611	4 182	10.3
53	General merchandise group stores -----	††	1 125	††	1 813 912	(NA)	2 409 429	1 804 040	33.6	281 423	245 451	14.7
531	Department stores (incl. leased depts.)³ ⁴ -----	††	195	††	1 538 335	(NA)	2 113 986	1 538 335	37.4	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.)³ -----	††	195	††	1 424 374	(NA)	1 963 457	1 424 374	37.8	233 145	198 878	17.2
531 pt.	Conventional³ -----	††	(NA)	††	(NA)	(NA)	(D)	(NA)	(NA)	(D)	(NA)	(NA)
531 pt.	Discount or mass merchandising³ -----	††	(NA)	††	(NA)	(NA)	996 821	(NA)	(NA)	102 733	(NA)	(NA)
531 pt.	National chain³ -----	††	(NA)	††	(NA)	(NA)	(D)	(NA)	(NA)	(D)	(NA)	(NA)
533	Variety stores -----	††	386	††	140 587	(NA)	125 925	138 962	-9.4	20 186	20 226	-2
539	Miscellaneous general merchandise stores -----	††	544	††	248 951	(NA)	320 047	240 704	33.0	28 092	26 347	6.6
54	Food stores -----	††	4 321	††	3 080 368	(NA)	4 477 611	3 011 702	48.7	432 745	300 219	44.1
541	Grocery stores -----	††	2 819	††	2 879 085	(NA)	4 221 390	2 835 347	48.9	386 769	268 842	43.9
542	Meat and fish (seafood) markets -----	††	317	††	69 554	(NA)	92 593	63 442	45.9	12 296	8 331	47.6
546	Retail bakeries -----	††	509	††	59 806	(NA)	75 922	57 580	31.9	21 245	15 621	36.0
5462	Retail bakeries—baking and selling -----	**	**	**	**	**	57 993	43 379	33.7	17 906	13 052	37.2
5463	Retail bakeries—selling only -----	**	**	**	**	**	17 929	14 201	26.3	3 339	2 569	30.0
543, 4, 5, 9	Other food stores -----	††	676	††	71 923	(NA)	87 706	55 333	58.5	12 435	7 425	67.5
543	Fruit stores and vegetable markets -----	††	76	††	15 320	(NA)	18 170	12 740	42.6	2 461	1 605	53.3
544	Candy, nut, and confectionery stores -----	††	193	††	10 451	(NA)	12 851	7 604	69.0	2 301	1 410	63.2
545	Dairy products stores -----	††	227	††	31 903	(NA)	38 605	24 804	55.6	5 128	2 988	71.6
549	Miscellaneous food stores -----	††	180	††	14 249	(NA)	18 080	10 185	77.5	2 545	1 422	79.0
55 ex. 554	Automotive dealers -----	††	2 557	††	3 030 993	(NA)	3 432 489	2 996 286	14.6	301 375	264 557	13.9
551	Motor vehicle dealers—new and used cars -----	††	924	††	2 584 213	(NA)	2 853 779	2 584 213	10.4	235 045	217 058	8.3
552	Motor vehicle dealers—used cars only -----	††	463	††	112 599	(NA)	117 549	96 048	22.4	9 001	8 375	7.5
553	Auto and home supply stores -----	††	569	††	166 084	(NA)	283 590	160 467	76.7	39 061	23 851	63.8
553 pt.	Tire, battery, and accessory dealers -----	**	**	**	**	**	230 349	128 708	79.0	35 837	21 206	69.0
553 pt.	Other auto and home supply stores -----	**	**	**	**	**	53 241	31 759	67.6	3 224	2 645	21.9
555, 6, 7, 9	Miscellaneous automotive dealers -----	††	601	††	168 097	(NA)	177 571	155 558	14.2	18 268	15 273	19.6
555	Boat dealers -----	††	170	††	64 761	(NA)	69 096	63 267	9.2	7 945	6 921	14.8
556	Recreational and utility trailer dealers -----	††	140	††	47 419	(NA)	33 437	44 739	-25.3	2 724	3 490	-22.0
557	Motorcycle dealers -----	††	126	††	36 471	(NA)	70 369	(D)	(D)	6 877	(D)	(D)
559	Automotive dealers, n.e.c. -----	††	165	††	19 446	(NA)	4 669	(D)	(D)	722	(D)	(D)
554	Gasoline service stations -----	††	4 046	††	1 250 347	(NA)	2 110 502	1 189 553	77.4	103 685	81 727	26.9
56	Apparel and accessory stores -----	††	2 546	††	597 668	(NA)	832 459	584 830	42.3	111 037	83 629	32.8
561	Men's and boys' clothing and furnishings stores -----	††	408	††	113 575	(NA)	107 581	111 934	-3.9	18 155	18 370	-1.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	††	909	††	206 774	(NA)	309 171	202 514	52.7	40 015	29 906	33.8
562	Women's ready-to-wear stores -----	††	732	††	176 094	(NA)	290 700	174 347	66.7	36 854	25 726	43.3
563, 8	Women's accessory and specialty stores and furriers -----	††	177	††	30 680	(NA)	18 471	28 167	-34.4	3 161	4 180	-24.4
565	Family clothing stores -----	††	315	††	138 297	(NA)	204 689	136 763	49.7	24 674	17 160	43.8
566	Shoe stores -----	††	691	††	122 384	(NA)	185 800	119 158	55.9	24 667	16 104	53.2
566 pt.	Men's shoe stores -----	**	**	**	**	**	10 304	10 365	-6	1 555	1 479	5.1
566 pt.	Women's shoe stores -----	**	**	**	**	**	29 305	18 458	58.8	4 512	3 008	50.0
566 pt.	Children's and juveniles' shoe stores -----	**	**	**	**	**	3 105	1 886	64.6	510	243	109.9
566 pt.	Family shoe stores -----	**	**	**	**	**	143 086	88 449	61.8	18 090	11 374	59.0
564, 9	Other apparel and accessory stores -----	††	223	††	16 638	(NA)	25 218	14 461	74.4	3 526	2 089	68.8
564	Children's and infants' wear stores -----	††	66	††	7 506	(NA)	13 173	7 169	83.7	1 494	834	79.1
569	Miscellaneous apparel and accessory stores -----	††	157	††	9 132	(NA)	12 045	7 292	65.2	2 032	1 255	61.9

See footnotes at end of table.

Table 2. Comparative Statistics for the State: 1982 and 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A]

SIC code	Kind of business	All establishments ¹						Establishments with payroll ¹				
		1982 (number)	1977 (number)	Sales			Sales			Annual payroll		
				1982 (\$1,000)	1977 (\$1,000)	Percent change 1977 to 1982	1982 (\$1,000)	1977 (\$1,000)	Percent change 1977 to 1982	1982 (\$1,000)	1977 (\$1,000)	Percent change 1977 to 1982
57	Furniture, home furnishings, and equipment stores.....	††	2 856	††	683 246	(NA)	841 723	651 217	29.3	122 786	99 910	22.9
5712	Furniture stores	††	667	††	253 528	(NA)	267 102	246 828	8.2	43 955	40 692	8.0
5713, 4, 9	Home furnishing stores.....	††	759	††	119 006	(NA)	132 235	110 114	20.1	20 545	17 411	18.0
5713	Floor covering stores	††	341	††	88 376	(NA)	87 306	84 582	3.2	12 888	13 221	-2.5
5714	Drapery, curtain, and upholstery stores	††	248	††	10 900	(NA)	7 309	8 487	-13.9	1 598	1 598	-
5719	Miscellaneous home furnishing stores	††	170	††	19 730	(NA)	37 620	17 045	120.7	6 059	2 592	133.8
572	Household appliance stores	††	436	††	117 827	(NA)	134 264	113 279	18.5	19 698	16 332	20.6
573	Radio, television, and music stores	††	994	††	192 885	(NA)	308 122	180 996	70.2	38 588	25 475	51.5
5732	Radio and television stores	††	705	††	132 895	(NA)	238 330	123 812	92.5	27 689	16 773	65.1
5733	Music stores	††	289	††	59 990	(NA)	69 792	57 184	22.0	10 899	8 702	25.2
5733 pt.	Record shops	**	**	**	**	**	31 507	19 098	65.0	3 508	2 282	53.7
5733 pt.	Musical instrument stores	**	**	**	**	**	38 285	38 086	.5	7 391	6 420	15.1
58	Eating and drinking places.....	††	12 904	††	1 525 718	(NA)	2 166 675	1 408 740	53.8	550 099	342 485	60.6
5812	Eating places	††	5 827	††	1 111 166	(NA)	1 772 480	1 092 204	62.3	476 279	285 433	66.9
5812 pt.	Restaurants and lunchrooms	**	**	**	**	**	1 059 422	680 090	55.8	303 608	188 208	61.3
5812 pt.	Cafeterias	**	**	**	**	**	17 232	10 337	66.7	4 883	2 855	71.0
5812 pt.	Refreshment places	**	**	**	**	**	597 019	333 421	79.1	139 638	75 465	85.0
5812 pt.	Other eating places	**	**	**	**	**	98 807	68 356	44.5	28 150	18 905	48.9
5813	Drinking places (alcoholic beverages)....	††	7 077	††	414 552	(NA)	394 195	316 536	24.5	73 820	57 052	29.4
591	Drug and proprietary stores	††	939	††	381 666	(NA)	545 741	379 637	43.8	81 346	62 049	31.1
591 pt.	Drug stores	**	**	**	**	**	515 495	367 564	40.2	77 362	60 837	27.2
591 pt.	Proprietary stores	**	**	**	**	**	30 246	12 073	150.5	3 000	1 212	228.7
59 ex. 591	Miscellaneous retail stores ²	††	9 440	††	1 504 700	(NA)	2 189 232	1 363 219	60.6	276 807	186 127	48.7
592	Liquor stores	††	1 011	††	254 513	(NA)	337 318	234 410	43.9	23 813	16 978	40.3
593	Used merchandise stores	††	974	††	39 337	(NA)	48 573	25 264	92.3	10 126	5 457	85.6
594	Miscellaneous shopping goods stores ..	††	3 498	††	386 482	(NA)	540 168	352 143	53.4	79 243	49 062	61.5
5941	Sporting goods stores and bicycle shops	††	966	††	120 859	(NA)	162 712	106 994	52.1	20 266	13 551	49.6
5941 pt.	General line sporting goods stores ..	**	**	**	**	**	97 214	68 344	42.2	10 942	7 988	37.0
5941 pt.	Specialty line sporting goods stores	**	**	**	**	**	65 498	38 650	69.5	9 324	5 563	67.6
5942	Book stores.....	††	231	††	32 050	(NA)	49 463	30 304	63.2	6 230	3 776	65.0
5943	Stationery stores	††	73	††	10 573	(NA)	12 193	10 130	20.4	2 147	1 484	44.7
5944	Jewelry stores	††	609	††	89 275	(NA)	126 668	83 798	51.2	23 209	14 138	64.2
5945	Hobby, toy, and game shops	††	415	††	25 846	(NA)	35 313	22 195	59.1	4 076	2 718	50.0
5946	Camera and photographic supply stores	††	115	††	19 671	(NA)	24 960	19 257	29.6	3 624	2 311	56.8
5947	Gift, novelty, and souvenir shops	††	726	††	44 179	(NA)	74 560	37 913	96.7	11 572	5 162	124.2
5948	Luggage and leather goods stores	††	38	††	4 346	(NA)	4 286	4 099	4.6	821	809	1.5
5949	Sewing, needlework, and piece goods stores	††	323	††	37 349	(NA)	50 013	37 712	32.6	7 298	5 148	41.8
596	Nonstore retailers ²	††	682	††	418 970	(NA)	678 650	412 577	64.5	98 508	69 040	42.7
5961	Mail order houses	††	253	††	260 729	(NA)	463 032	258 386	79.2	55 227	40 149	37.6
5962	Automatic merchandising machine operators	††	244	††	112 266	(NA)	142 938	108 216	32.1	28 952	20 243	43.0
5963	Direct selling establishments ²	††	185	††	45 975	(NA)	72 680	45 975	58.1	14 329	8 648	65.7
598	Fuel and ice dealers	††	490	††	243 334	(NA)	418 750	228 828	83.0	30 119	21 971	37.1
5983	Fuel oil dealers	††	254	††	152 362	(NA)	279 046	141 271	97.5	14 845	10 751	38.1
5984	Liquefied petroleum gas (bottled gas) dealers	††	194	††	87 480	(NA)	138 726	86 404	60.6	15 141	11 081	36.6
5982	Fuel and ice dealers, n.e.c.	††	42	††	3 492	(NA)	978	1 153	-15.2	133	139	-4.3
5992	Florists	††	511	††	43 169	(NA)	55 982	38 897	43.9	11 774	8 473	39.0
5993	Cigar stores and stands	††	53	††	5 137	(NA)	4 570	3 962	15.3	477	517	-7.7
5994	News dealers and newsstands	††	126	††	5 498	(NA)	3 465	3 605	-3.9	386	491	-21.4
5999	Miscellaneous retail stores, n.e.c.	††	2 095	††	108 260	(NA)	101 756	63 533	60.2	22 361	14 138	58.2
5999 pt.	Optical goods stores	**	**	**	**	**	27 275	14 782	84.5	7 006	4 042	73.3
5999 pt.	Pet shops	**	**	**	**	**	9 662	6 265	54.2	1 659	1 115	48.8
5999 pt.	Typewriter stores	**	**	**	**	**	2 571	2 859	-10.1	689	592	16.4
5999 pt.	Other miscellaneous retail stores, n.e.c.	**	**	**	**	**	62 248	39 627	57.1	13 007	8 389	55.0

¹Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. Data for 1977 adjusted for comparable treatment of leased departments between 1977 and 1982. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

²Excludes nonemployer direct sellers, SIC 5963.

³Includes sales from catalog order desks.

⁴Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 3. Selected Ratios for the State: 1982

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A]

SIC code	Kind of business	All establishments ¹			Establishments with payroll ¹				Establishments without payroll—Sales per establishment ¹ (dollars)
		Inhabitants per establishment ² (number)	Sales		Sales		Annual payroll per employee ³ (dollars)	Employees per establishment ³ (number)	
			Per capita ² (dollars)	Per establishment (dollars)	Per establishment (dollars)	Per employee ³ (dollars)			
	Retail trade⁴ -----	110	4 368	480 829	668 369	62 897	7 533	11	41 128
52	Building materials, hardware, garden supply, and mobile home dealers -----	††	††	††	566 470	84 266	11 339	7	††
521, 3	Building materials and supply stores-----	††	††	††	729 395	106 631	13 781	7	††
521	Lumber and other building materials dealers-----	††	††	††	845 362	111 806	14 127	8	††
523	Paint, glass, and wallpaper stores-----	††	††	††	280 344	69 221	11 284	4	††
525	Hardware stores-----	††	††	††	410 390	57 921	8 690	7	††
526	Retail nurseries, lawn and garden supply stores-----	††	††	††	372 975	59 557	8 413	6	††
527	Mobile home dealers-----	††	††	††	500 659	139 867	14 638	4	††
53	General merchandise group stores -----	††	††	††	3 260 391	60 118	7 022	54	††
531	Department stores (incl. leased depts.) ^{5 6} -----	††	††	††	9 565 548	(NA)	(NA)	(NA)	††
531	Department stores (excl. leased depts.) ⁵ -----	††	††	††	8 884 421	59 051	7 012	150	††
531 pt.	Conventional ⁵ -----	††	††	††	(D)	(D)	(D)	(D)	††
531 pt.	Discount or mass merchandising ⁵ -----	††	††	††	8 038 879	64 624	6 660	124	††
531 pt.	National chain ⁵ -----	††	††	††	(D)	(D)	(D)	(D)	††
533	Variety stores-----	††	††	††	475 189	37 059	5 941	13	††
539	Miscellaneous general merchandise stores-----	††	††	††	1 265 008	93 308	8 190	14	††
54	Food stores -----	††	††	††	1 441 136	95 643	9 244	15	††
541	Grocery stores-----	††	††	††	2 032 446	106 795	9 785	19	††
542	Meat and fish (seafood) markets-----	††	††	††	434 709	64 390	8 551	7	††
546	Retail bakeries-----	††	††	††	188 392	19 383	5 424	10	††
5462	Retail bakeries—baking and selling-----	**	**	**	170 568	17 405	5 374	10	**
5463	Retail bakeries—selling only-----	**	**	**	284 587	30 648	5 708	9	**
543, 4, 5, 9	Other food stores-----	††	††	††	211 850	45 373	6 433	5	††
543	Fruit stores and vegetable markets-----	††	††	††	726 800	72 103	9 766	10	††
544	Candy, nut, and confectionery stores-----	††	††	††	100 398	27 816	4 981	4	††
545	Dairy products stores-----	††	††	††	253 980	48 991	6 508	5	††
549	Miscellaneous food stores-----	††	††	††	165 872	41 949	5 905	4	††
55 ex. 554	Automotive dealers -----	††	††	††	1 861 437	173 166	15 204	11	††
551	Motor vehicle dealers—new and used cars-----	††	††	††	3 463 324	198 441	16 344	17	††
552	Motor vehicle dealers—used cars only-----	††	††	††	517 837	154 874	11 859	3	††
553	Auto and home supply stores-----	††	††	††	599 556	94 973	13 081	6	††
553 pt.	Tire, battery, and accessory dealers-----	**	**	**	509 622	84 470	13 142	6	**
553 pt.	Other auto and home supply stores-----	**	**	**	2 535 286	205 564	12 448	12	**
555, 6, 7, 9	Miscellaneous automotive dealers-----	††	††	††	554 909	104 700	10 771	5	††
555	Boat dealers-----	††	††	††	548 381	103 128	11 858	5	††
556	Recreational and utility trailer dealers-----	††	††	††	619 204	146 654	11 947	4	††
557	Motorcycle dealers-----	††	††	††	567 492	95 480	9 331	6	††
559	Automotive dealers, n.e.c.-----	††	††	††	291 813	76 541	11 836	4	††
554	Gasoline service stations -----	††	††	††	781 378	151 606	7 448	5	††
56	Apparel and accessory stores -----	††	††	††	344 989	50 602	6 750	7	††
561	Men's and boys' clothing and furnishings stores-----	††	††	††	363 449	56 003	9 451	6	††
562, 3, 8	Women's clothing and specialty stores and furriers-----	††	††	††	355 369	45 871	5 937	8	††
562	Women's ready-to-wear stores-----	††	††	††	374 131	46 187	5 855	8	††
563, 8	Women's accessory and specialty stores and furriers-----	††	††	††	198 613	41 415	7 087	5	††
565	Family clothing stores-----	††	††	††	589 882	56 064	6 758	11	††
566	Shoe stores-----	††	††	††	257 341	53 391	7 088	5	††
566 pt.	Men's shoe stores-----	**	**	**	161 000	56 306	8 497	3	**
566 pt.	Women's shoe stores-----	**	**	**	234 440	47 962	7 385	5	**
566 pt.	Children's and juveniles' shoe stores-----	**	**	**	182 647	37 410	6 145	5	**
566 pt.	Family shoe stores-----	**	**	**	277 298	54 970	6 950	5	**
564, 9	Other apparel and accessory stores-----	††	††	††	141 674	38 267	5 351	4	††
564	Children's and infants' wear stores-----	††	††	††	205 828	40 408	4 583	5	††
569	Miscellaneous apparel and accessory stores-----	††	††	††	105 658	36 171	6 102	3	††
57	Furniture, home furnishings, and equipment stores -----	††	††	††	447 963	74 866	10 921	6	††
5712	Furniture stores-----	††	††	††	497 397	67 569	11 119	7	††
5713, 4, 9	Home furnishing stores-----	††	††	††	299 853	61 163	9 503	5	††
5713	Floor covering stores-----	††	††	††	373 103	79 369	11 716	5	††
5714	Drapery, curtain, and upholstery stores-----	††	††	††	117 887	34 971	7 646	3	††
5719	Miscellaneous home furnishing stores-----	††	††	††	259 448	44 103	7 103	6	††
572	Household appliance stores-----	††	††	††	500 985	78 701	11 546	6	††
573	Radio, television, and music stores-----	††	††	††	486 765	90 041	11 276	5	††
5732	Radio and television stores-----	††	††	††	549 147	110 083	12 789	5	††
5733	Music stores-----	††	††	††	350 714	55 523	8 671	6	††
5733 pt.	Record shops-----	**	**	**	384 232	64 829	7 218	6	**
5733 pt.	Musical instrument stores-----	**	**	**	327 222	49 656	9 586	7	**

See footnotes at end of table.

Table 3. Selected Ratios for the State: 1982—Con.

[For meaning of abbreviations and symbols, see Introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A]

SIC code	Kind of business	All establishments ¹			Establishments with payroll ¹				Establishments without payroll—Sales per establishment ¹ (dollars)
		Inhabitants per establishment ² (number)	Sales		Sales		Annual payroll per employee ³ (dollars)	Employees per establishment ³ (number)	
			Per capita ² (dollars)	Per establishment (dollars)	Per establishment (dollars)	Per employee ³ (dollars)			
58	Eating and drinking places -----	††	††	††	228 239	18 373	4 665	12	††
5812	Eating places -----	††	††	††	305 864	17 545	4 714	17	††
5812 pt.	Restaurants and lunchrooms -----	††	††	††	315 680	16 645	4 770	19	††
5812 pt.	Cafeterias -----	††	††	††	273 524	20 862	5 912	13	††
5812 pt.	Refreshment places -----	††	††	††	298 211	19 617	4 588	15	††
5812 pt.	Other eating places -----	††	††	††	264 190	16 145	4 600	16	††
5813	Drinking places (alcoholic beverages) -----	††	††	††	106 597	23 321	4 367	5	††
591	Drug and proprietary stores -----	††	††	††	567 889	55 507	8 274	10	††
591 pt.	Drug stores -----	††	††	††	571 502	56 264	8 444	10	††
591 pt.	Proprietary stores -----	††	††	††	512 644	45 143	5 946	11	††
59 ex. 591	Miscellaneous retail stores ⁴ -----	††	††	††	435 755	72 479	9 164	6	††
592	Liquor stores -----	††	††	††	463 349	91 290	6 445	5	††
593	Used merchandise stores -----	††	††	††	182 605	38 858	8 101	5	††
594	Miscellaneous shopping goods stores -----	††	††	††	251 007	49 611	7 278	5	††
5941	Sporting goods stores and bicycle shops -----	††	††	††	312 307	68 568	8 540	5	††
5941 pt.	General line sporting goods stores -----	††	††	††	382 732	72 171	8 123	5	††
5941 pt.	Specialty line sporting goods stores -----	††	††	††	245 311	63 838	9 088	4	††
5942	Book stores -----	††	††	††	290 959	50 993	6 423	6	††
5943	Stationery stores -----	††	††	††	206 661	48 385	8 520	4	††
5944	Jewelry stores -----	††	††	††	308 946	56 548	10 361	5	††
5945	Hobby, toy, and game shops -----	††	††	††	226 365	46 101	5 321	5	††
5946	Camera and photographic supply stores -----	††	††	††	328 421	60 145	8 733	5	††
5947	Gift, novelty, and souvenir shops -----	††	††	††	145 341	34 890	5 415	4	††
5948	Luggage and leather goods stores -----	††	††	††	178 583	34 016	6 516	5	††
5949	Sewing, needlework, and piece goods stores -----	††	††	††	224 274	31 083	4 536	7	††
596	Nonstore retailers ⁴ -----	††	††	††	1 292 667	84 609	12 281	15	††
5961	Mail order houses -----	††	††	††	2 292 238	115 039	13 721	20	††
5962	Automatic merchandising machine operators -----	††	††	††	985 779	59 286	12 008	17	††
5963	Direct selling establishments ⁴ -----	††	††	††	408 315	45 855	9 040	9	††
598	Fuel and ice dealers -----	††	††	††	1 337 859	202 392	14 557	7	††
5983	Fuel oil dealers -----	††	††	††	1 777 363	264 248	14 058	7	††
5984	Liquefied petroleum gas (bottled gas) dealers -----	††	††	††	943 714	139 986	15 279	7	††
5982	Fuel and ice dealers, n.e.c. -----	††	††	††	108 667	44 455	6 045	2	††
5992	Florists -----	††	††	††	143 176	29 667	6 240	5	††
5993	Cigar stores and stands -----	††	††	††	190 417	57 125	5 963	3	††
5994	News dealers and newsstands -----	††	††	††	157 500	61 875	6 893	3	††
5999	Miscellaneous retail stores, n.e.c. -----	††	††	††	168 750	45 045	9 899	4	††
5999 pt.	Optical goods stores -----	††	††	††	156 753	49 233	12 646	3	††
5999 pt.	Pet shops -----	††	††	††	122 304	31 575	5 422	4	††
5999 pt.	Typewriter stores -----	††	††	††	183 643	45 105	12 088	4	††
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	††	††	††	185 262	46 385	9 692	4	††

¹Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

²Based on 1980 Census of Population.

³Based on number of employees for pay period including March 12.

⁴Excludes nonemployer direct sellers, SIC 5963.

⁵Includes sales from catalog order desks.

⁶Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments¹				Establishments with payroll¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partners- hips (number)					
	CHICAGO-GARY-KENOSHA, ILL.-IND.-WIS., SCSA									
	Retail trade²-----	52 248	36 284 685	22 325	3 154	37 400	35 610 659	4 435 943	1 037 811	501 776
52	Building materials, hardware, garden supply, and mobile home dealers-----	††	††	††	††	1 582	1 275 115	188 182	44 932	15 712
521, 3	Building materials and supply stores-----	††	††	††	††	755	782 112	108 607	26 417	7 814
521	Lumber and other building materials dealers-----	††	††	††	††	472	661 788	90 789	22 270	6 190
523	Paint, glass, and wallpaper stores-----	††	††	††	††	283	120 324	17 818	4 147	1 624
525	Hardware stores-----	††	††	††	††	610	377 858	63 064	15 507	6 449
526	Retail nurseries, lawn and garden supply stores-----	††	††	††	††	183	(D)	(D)	(D)	(D)
527	Mobile home dealers-----	††	††	††	††	34	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	††	††	††	††	639	4 165 784	531 400	122 502	65 396
531	Department stores (incl. leased depts.)³ 4-----	††	††	††	††	259	3 961 411	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.)³-----	††	††	††	††	259	3 671 620	472 730	108 758	57 591
531 pt.	Conventional³-----	††	††	††	††	64	(D)	(D)	(D)	(D)
531 pt.	Discount or mass merchandising³-----	††	††	††	††	138	(D)	(D)	(D)	(D)
531 pt.	National chain³-----	††	††	††	††	57	(D)	(D)	(D)	(D)
533	Variety stores-----	††	††	††	††	195	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	††	††	††	††	185	(D)	(D)	(D)	(D)
54	Food stores-----	††	††	††	††	4 096	7 158 658	789 893	181 014	73 130
541	Grocery stores-----	††	††	††	††	2 438	6 634 747	701 288	160 527	61 343
542	Meat and fish (seafood) markets-----	††	††	††	††	364	192 738	22 778	5 534	2 082
546	Retail bakeries-----	††	††	††	††	624	167 052	44 422	10 259	6 374
5462	Retail bakeries—baking and selling-----	††	††	††	††	554	(D)	(D)	(D)	(D)
5463	Retail bakeries—selling only-----	††	††	††	††	70	(D)	(D)	(D)	(D)
543, 4, 5, 9	Other food stores-----	††	††	††	††	670	164 121	21 405	4 694	3 331
543	Fruit stores and vegetable markets-----	††	††	††	††	96	(D)	(D)	(D)	(D)
544	Candy, nut, and confectionery stores-----	††	††	††	††	274	(D)	(D)	(D)	(D)
545	Dairy products stores-----	††	††	††	††	114	20 087	3 004	648	648
549	Miscellaneous food stores-----	††	††	††	††	186	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers-----	††	††	††	††	1 792	5 997 449	499 207	115 568	26 372
551	Motor vehicle dealers—new and used cars-----	††	††	††	††	606	5 191 171	386 936	90 781	18 881
552	Motor vehicle dealers—used cars only-----	††	††	††	††	221	151 312	13 301	3 101	871
553	Auto and home supply stores-----	††	††	††	††	756	483 447	80 786	17 902	5 295
553 pt.	Tire, battery, and accessory dealers-----	††	††	††	††	737	(D)	(D)	(D)	(D)
553 pt.	Other auto and home supply stores-----	††	††	††	††	19	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers-----	††	††	††	††	209	171 519	18 184	3 784	1 325
555	Boat dealers-----	††	††	††	††	67	52 342	6 617	1 440	418
556	Recreational and utility trailer dealers-----	††	††	††	††	37	(D)	(D)	(D)	(D)
557	Motorcycle dealers-----	††	††	††	††	97	65 427	7 096	1 501	599
559	Automotive dealers, n.e.c.-----	††	††	††	††	8	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	††	††	††	††	3 101	3 126 863	160 699	39 283	18 474
56	Apparel and accessory stores-----	††	††	††	††	4 293	2 579 346	348 781	81 714	42 294
561	Men's and boys' clothing and furnishings stores-----	††	††	††	††	633	348 696	55 661	13 633	5 221
562, 3, 8	Women's clothing and specialty stores and furriers-----	††	††	††	††	1 650	1 083 297	146 008	34 577	19 760
562	Women's ready-to-wear stores-----	††	††	††	††	1 319	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers-----	††	††	††	††	331	(D)	(D)	(D)	(D)
565	Family clothing stores-----	††	††	††	††	406	552 733	62 659	14 141	7 590
566	Shoe stores-----	††	††	††	††	1 272	499 932	70 317	16 121	7 702
566 pt.	Men's shoe stores-----	††	††	††	††	189	67 784	10 007	2 362	750
566 pt.	Women's shoe stores-----	††	††	††	††	325	(D)	(D)	(D)	(D)
566 pt.	Children's and juveniles' shoe stores-----	††	††	††	††	42	(D)	(D)	(D)	(D)
566 pt.	Family shoe stores-----	††	††	††	††	716	264 218	33 364	7 910	4 274
564, 9	Other apparel and accessory stores-----	††	††	††	††	332	(D)	(D)	(D)	(D)
564	Children's and infants' wear stores-----	††	††	††	††	160	(D)	(D)	(D)	(D)
569	Miscellaneous apparel and accessory stores-----	††	††	††	††	172	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	††	††	††	††	2 567	1 598 387	215 414	52 488	17 382
5712	Furniture stores-----	††	††	††	††	727	581 724	84 128	20 711	6 474
5713, 4, 9	Home furnishing stores-----	††	††	††	††	778	334 687	50 735	11 852	4 716
5713	Floor covering stores-----	††	††	††	††	288	171 365	24 888	5 982	1 585
5714	Draperies, curtain, and upholstery stores-----	††	††	††	††	141	(D)	(D)	(D)	(D)
5719	Miscellaneous home furnishing stores-----	††	††	††	††	349	(D)	(D)	(D)	(D)
572	Household appliance stores-----	††	††	††	††	185	196 962	22 157	5 364	1 550
573	Radio, television, and music stores-----	††	††	††	††	877	485 014	58 394	14 561	4 642
5732	Radio and television stores-----	††	††	††	††	587	359 429	42 141	10 428	2 853
5733	Music stores-----	††	††	††	††	290	125 585	16 253	4 133	1 789
5733 pt.	Record shops-----	††	††	††	††	154	(D)	(D)	(D)	(D)
5733 pt.	Musical instrument stores-----	††	††	††	††	136	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D.]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partners- hips (number)					
	CHICAGO-GARY-KENOSHA, ILL.-IND.-WIS., SCSA— Con.									
58	Eating and drinking places	††	††	††	††	10 572	3 758 671	934 444	216 174	165 916
5812	Eating places	††	††	††	††	8 431	3 462 495	878 198	202 871	156 366
5812 pt.	Restaurants and lunchrooms	††	††	††	††	3 956	1 853 387	495 396	116 727	85 190
5812 pt.	Cafeterias	††	††	††	††	113	36 186	9 621	2 031	1 420
5812 pt.	Refreshment places	††	††	††	††	3 500	1 231 845	275 084	62 181	54 910
5812 pt.	Other eating places	††	††	††	††	862	341 077	98 097	21 932	14 846
5813	Drinking places (alcoholic beverages)	††	††	††	††	2 141	296 176	56 246	13 303	9 550
591	Drug and proprietary stores	††	††	††	††	1 762	1 653 549	192 302	46 220	22 162
591 pt.	Drug stores	††	††	††	††	1 663	1 612 576	187 454	45 112	21 525
591 pt.	Proprietary stores	††	††	††	††	99	40 973	4 848	1 108	637
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	6 996	4 296 837	575 621	137 916	54 938
592	Liquor stores	††	††	††	††	1 099	721 082	53 542	12 680	6 802
593	Used merchandise stores	††	††	††	††	401	119 088	23 678	5 554	2 233
594	Miscellaneous shopping goods stores	††	††	††	††	2 883	1 201 709	165 325	38 359	19 789
5941	Sporting goods stores and bicycle shops	††	††	††	††	573	273 196	32 130	6 959	3 646
5941 pt.	General line sporting goods stores	††	††	††	††	230	157 813	18 295	4 117	2 206
5941 pt.	Specialty line sporting goods stores	††	††	††	††	343	115 383	13 835	2 842	1 440
5942	Book stores	††	††	††	††	272	(D)	(D)	(D)	(D)
5943	Stationery stores	††	††	††	††	143	55 787	10 111	2 377	1 024
5944	Jewelry stores	††	††	††	††	680	289 523	49 349	12 009	4 206
5945	Hobby, toy, and game shops	††	††	††	††	247	169 272	16 135	3 432	2 325
5946	Camera and photographic supply stores	††	††	††	††	129	(D)	(D)	(D)	(D)
5947	Gift, novelty, and souvenir shops	††	††	††	††	557	105 517	14 663	3 459	2 799
5948	Luggage and leather goods stores	††	††	††	††	54	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	††	††	††	††	228	88 841	12 847	2 970	2 446
596	Nonstore retailers ²	††	††	††	††	738	1 618 448	230 215	56 307	16 002
5961	Mail order houses	††	††	††	††	191	(D)	(D)	(D)	(D)
5962	Automatic merchandising machine operators	††	††	††	††	232	(D)	(D)	(D)	(D)
5963	Direct selling establishments ²	††	††	††	††	315	(D)	(D)	(D)	(D)
598	Fuel and ice dealers	††	††	††	††	85	(D)	(D)	(D)	(D)
5983	Fuel oil dealers	††	††	††	††	47	(D)	(D)	(D)	(D)
5984	Liquefied petroleum gas (bottled gas) dealers	††	††	††	††	26	(D)	(D)	(D)	(D)
5982	Fuel and ice dealers, n.e.c.	††	††	††	††	12	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	578	132 827	28 311	6 518	3 513
5993	Cigar stores and stands	††	††	††	††	138	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	88	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	986	258 288	52 159	12 814	4 600
5999 pt.	Optical goods stores	††	††	††	††	321	(D)	(D)	(D)	(D)
5999 pt.	Pet shops	††	††	††	††	158	24 729	4 235	996	573
5999 pt.	Typewriter stores	††	††	††	††	22	6 533	1 826	377	108
5999 pt.	Other miscellaneous retail stores, n.e.c.	††	††	††	††	485	(D)	(D)	(D)	(D)
	MILWAUKEE-RACINE SCSA									
	Retail trade ²	11 998	7 219 613	5 618	752	8 650	7 088 838	869 473	206 473	109 661
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	395	256 406	35 926	8 226	3 450
521, 3	Building materials and supply stores	††	††	††	††	183	129 351	16 567	3 678	1 235
521	Lumber and other building materials dealers	††	††	††	††	127	109 645	13 539	2 970	973
523	Paint, glass, and wallpaper stores	††	††	††	††	56	19 706	3 028	708	262
525	Hardware stores	††	††	††	††	141	86 289	13 810	3 349	1 541
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	61	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	10	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	150	921 555	104 784	24 589	15 203
531	Department stores (incl. leased depts.) ³ 4	††	††	††	††	71	896 854	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	71	842 258	95 579	22 421	13 754
531 pt.	Conventional ³	††	††	††	††	20	(D)	(D)	(D)	(D)
531 pt.	Discount or mass merchandising ³	††	††	††	††	39	346 914	33 230	7 312	5 302
531 pt.	National chain ³	††	††	††	††	12	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	43	31 497	5 262	1 227	952
539	Miscellaneous general merchandise stores	††	††	††	††	36	47 800	3 943	941	497
54	Food stores	††	††	††	††	856	1 621 672	161 207	38 729	14 987
541	Grocery stores	††	††	††	††	542	1 515 137	142 912	34 503	12 175
542	Meat and fish (seafood) markets	††	††	††	††	69	37 605	4 858	1 159	535
546	Retail bakeries	††	††	††	††	122	36 218	8 715	1 980	1 560
5462	Retail bakeries—baking and selling	††	††	††	††	81	20 704	5 936	1 349	1 074
5463	Retail bakeries—selling only	††	††	††	††	41	15 514	2 779	631	486
543, 4, 5, 9	Other food stores	††	††	††	††	123	32 712	4 722	1 087	717
543	Fruit stores and vegetable markets	††	††	††	††	12	(D)	(D)	(D)	(D)
544	Candy, nut, and confectionery stores	††	††	††	††	55	6 411	1 014	232	210
545	Dairy products stores	††	††	††	††	21	4 186	590	120	117
549	Miscellaneous food stores	††	††	††	††	35	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.

[For meaning of abbreviations and symbols, see Introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D.]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partners- hips (number)					
	MILWAUKEE-RACINE SCSA—Con.									
55 ex. 554	Automotive dealers	††	††	††	††	434	1 221 714	108 460	25 852	6 443
551	Motor vehicle dealers—new and used cars	††	††	††	††	149	1 036 759	86 411	20 898	4 681
552	Motor vehicle dealers—used cars only	††	††	††	††	72	40 560	2 996	646	257
553	Auto and home supply stores	††	††	††	††	142	97 719	13 862	3 182	1 007
553 pt.	Tire, battery, and accessory dealers	140	(D)	(D)	(D)	(D)
553 pt.	Other auto and home supply stores	2	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	71	46 676	5 191	1 126	498
555	Boat dealers	††	††	††	††	23	(D)	(D)	(D)	(D)
556	Recreational and utility trailer dealers	††	††	††	††	10	5 716	455	86	35
557	Motorcycle dealers	††	††	††	††	35	25 237	2 706	580	267
559	Automotive dealers, n.e.c.	††	††	††	††	3	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	747	694 149	34 041	8 279	4 295
56	Apparel and accessory stores	††	††	††	††	721	313 836	42 334	10 095	5 871
561	Men's and boys' clothing and furnishings stores	††	††	††	††	90	47 611	7 978	1 947	745
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	263	122 893	16 063	3 826	2 599
562	Women's ready-to-wear stores	††	††	††	††	224	113 966	14 431	3 448	2 383
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	39	8 927	1 632	378	216
565	Family clothing stores	††	††	††	††	81	59 059	6 414	1 587	927
566	Shoe stores	††	††	††	††	226	74 393	10 254	2 374	1 318
566 pt.	Men's shoe stores	35	(D)	(D)	(D)	(D)
566 pt.	Women's shoe stores	50	14 223	2 283	528	307
566 pt.	Children's and juveniles' shoe stores	9	(D)	(D)	(D)	(D)
566 pt.	Family shoe stores	132	51 955	6 690	1 533	849
564, 9	Other apparel and accessory stores	††	††	††	††	61	9 880	1 625	361	282
564	Children's and infants' wear stores	††	††	††	††	15	(D)	(D)	(D)	(D)
569	Miscellaneous apparel and accessory stores	††	††	††	††	46	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	644	311 639	48 049	11 538	4 337
5712	Furniture stores	††	††	††	††	155	107 448	17 682	4 238	1 592
5713, 4, 9	Home furnishing stores	††	††	††	††	170	61 026	10 018	2 440	967
5713	Floor covering stores	††	††	††	††	78	37 985	5 802	1 391	462
5714	Drapery, curtain, and upholstery stores	††	††	††	††	26	4 569	1 035	272	95
5719	Miscellaneous home furnishing stores	††	††	††	††	66	18 472	3 181	777	410
572	Household appliance stores	††	††	††	††	75	47 300	6 259	1 502	528
573	Radio, television, and music stores	††	††	††	††	244	95 865	14 090	3 358	1 250
5732	Radio and television stores	††	††	††	††	153	62 309	8 865	1 989	702
5733	Music stores	††	††	††	††	91	33 556	5 225	1 369	548
5733 pt.	Record shops	39	(D)	(D)	(D)	(D)
5733 pt.	Musical instrument stores	52	(D)	(D)	(D)	(D)
58	Eating and drinking places	††	††	††	††	2 703	759 850	197 435	45 154	39 250
5812	Eating places	††	††	††	††	1 718	641 718	173 561	39 298	34 336
5812 pt.	Restaurants and lunchrooms	898	364 574	106 967	24 658	21 033
5812 pt.	Cafeterias	15	(D)	(D)	(D)	(D)
5812 pt.	Refreshment places	642	222 615	50 968	11 421	10 910
5812 pt.	Other eating places	163	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)	††	††	††	††	985	118 132	23 874	5 856	4 914
591	Drug and proprietary stores	††	††	††	††	321	220 429	32 540	7 691	3 999
591 pt.	Drug stores	291	(D)	(D)	(D)	(D)
591 pt.	Proprietary stores	30	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores²	††	††	††	††	1 679	767 588	104 697	26 320	11 826
592	Liquor stores	††	††	††	††	274	152 231	10 329	2 312	1 443
593	Used merchandise stores	††	††	††	††	99	21 614	4 782	1 161	607
594	Miscellaneous shopping goods stores	††	††	††	††	705	221 564	32 646	7 461	4 354
5941	Sporting goods stores and bicycle shops	††	††	††	††	158	58 794	8 157	1 816	862
5941 pt.	General line sporting goods stores	71	30 831	3 630	795	452
5941 pt.	Specialty line sporting goods stores	87	27 963	4 527	1 021	410
5942	Book stores	††	††	††	††	62	17 721	2 200	543	370
5943	Stationery stores	††	††	††	††	17	(D)	(D)	(D)	(D)
5943	Jewelry stores	††	††	††	††	162	61 576	10 672	2 412	975
5944	Hobby, toy, and game shops	††	††	††	††	49	(D)	(D)	(D)	(D)
5946	Camera and photographic supply stores	††	††	††	††	31	(D)	(D)	(D)	(D)
5947	Gift, novelty, and souvenir shops	††	††	††	††	154	24 724	3 741	838	757
5948	Luggage and leather goods stores	††	††	††	††	10	1 704	326	74	50
5949	Sewing, needlework, and piece goods stores	††	††	††	††	62	19 681	3 055	724	656
596	Nonstore retailers ²	††	††	††	††	167	173 655	33 436	9 720	3 216
5961	Mail order houses	††	††	††	††	35	(D)	(D)	(D)	(D)
5962	Automatic merchandising machine operators	††	††	††	††	63	57 044	12 529	3 135	1 048
5963	Direct selling establishments ²	††	††	††	††	69	(D)	(D)	(D)	(D)
598	Fuel and ice dealers	††	††	††	††	46	122 616	8 108	2 169	456
5983	Fuel oil dealers	††	††	††	††	38	(D)	(D)	(D)	(D)
5984	Liquefied petroleum gas (bottled gas) dealers	††	††	††	††	7	(D)	(D)	(D)	(D)
5982	Fuel and ice dealers, n.e.c.	††	††	††	††	1	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	124	19 619	4 191	963	664
5993	Cigar stores and stands	††	††	††	††	12	2 688	218	63	48

See footnotes at end of table.

Table 4. **Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.**

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments¹				Establishments with payroll¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprietorships (number)	Partnerships (number)					
	MILWAUKEE-RACINE SCSA—Con.									
59 ex. 591 5994	Miscellaneous retail stores²—Con. News dealers and newsstands	††	††	††	††	6	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	246	(D)	(D)	(D)	(D)
5999 pt.	Optical goods stores	††	††	††	††	73	14 309	3 439	822	272
5999 pt.	Pet shops	**	**	**	**	35	(D)	(D)	(D)	(D)
5999 pt.	Typewriter stores	**	**	**	**	7	(D)	(D)	(D)	(D)
5999 pt.	Other miscellaneous retail stores, n.e.c.	**	**	**	**	131	32 485	6 478	1 390	597
	APPLETON-OSHKOSH SMSA									
	Retail trade²	2 473	1 287 214	1 299	172	1 770	1 281 876	155 131	36 037	20 638
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	99	62 719	8 054	1 849	644
521, 3	Building materials and supply stores	††	††	††	††	53	45 009	5 520	1 283	380
521	Lumber and other building materials dealers	††	††	††	††	37	40 079	4 694	1 099	312
523	Paint, glass, and wallpaper stores	††	††	††	††	16	4 930	826	184	68
525	Hardware stores	††	††	††	††	33	13 567	2 089	459	226
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	12	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	43	180 240	20 186	4 723	2 884
531	Department stores (incl. leased depts.)³ ⁴	††	††	††	††	17	160 575	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.)³	††	††	††	††	17	148 708	17 822	4 153	2 557
533	Variety stores	††	††	††	††	13	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	13	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	168	259 295	26 334	6 560	3 014
541	Grocery stores	††	††	††	††	100	244 383	23 007	5 811	2 474
542	Meat and fish (seafood) markets	††	††	††	††	15	5 098	875	210	110
546	Retail bakeries	††	††	††	††	30	5 662	1 879	414	328
5462	Retail bakeries—baking and selling	††	††	††	††	27	(D)	(D)	(D)	(D)
5463	Retail bakeries—selling only	**	**	**	**	3	(D)	(D)	(D)	(D)
543, 4, 5, 9	Other food stores	††	††	††	††	23	4 152	573	125	102
543	Fruit stores and vegetable markets	††	††	††	††	-	-	-	-	-
544	Candy, nut, and confectionery stores	††	††	††	††	9	807	184	48	35
545	Dairy products stores	††	††	††	††	7	1 960	190	32	29
549	Miscellaneous food stores	††	††	††	††	7	1 385	199	45	38
55 ex. 554	Automotive dealers	††	††	††	††	126	219 273	20 180	4 836	1 313
551	Motor vehicle dealers—new and used cars	††	††	††	††	52	176 415	15 124	3 803	943
552	Motor vehicle dealers—used cars only	††	††	††	††	23	14 711	1 054	206	79
553	Auto and home supply stores	††	††	††	††	31	14 141	2 424	505	183
553 pt.	Tire, battery, and accessory dealers	**	**	**	**	29	(D)	(D)	(D)	(D)
553 pt.	Other auto and home supply stores	**	**	**	**	2	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	20	14 006	1 578	322	108
555	Boat dealers	††	††	††	††	9	6 078	660	123	37
556	Recreational and utility trailer dealers	††	††	††	††	2	(D)	(D)	(D)	(D)
557	Motorcycle dealers	††	††	††	††	7	4 926	438	100	43
559	Automotive dealers, n.e.c.	††	††	††	††	2	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	149	124 833	6 378	1 508	898
56	Apparel and accessory stores	††	††	††	††	155	54 576	7 081	1 629	1 063
561	Men's and boys' clothing and furnishings stores	††	††	††	††	15	6 274	1 079	232	99
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	56	19 408	2 257	550	373
562	Women's ready-to-wear stores	††	††	††	††	52	18 905	2 182	531	353
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	4	503	75	19	20
565	Family clothing stores	††	††	††	††	22	13 609	1 810	424	300
566	Shoe stores	††	††	††	††	52	13 169	1 668	369	255
566 pt.	Men's shoe stores	**	**	**	**	1	(D)	(D)	(D)	(D)
566 pt.	Women's shoe stores	**	**	**	**	9	1 952	281	60	39
566 pt.	Children's and juveniles' shoe stores	**	**	**	**	-	-	-	-	-
566 pt.	Family shoe stores	**	**	**	**	42	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	††	††	††	††	10	2 116	267	54	36
564	Children's and infants' wear stores	††	††	††	††	2	(D)	(D)	(D)	(D)
569	Miscellaneous apparel and accessory stores	††	††	††	††	8	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partne- rships (number)					
	APPLETON-OSHKOSH SMSA—Con.									
57	Furniture, home furnishings, and equipment stores.....	††	††	††	††	132	57 224	8 528	2 112	786
5712	Furniture stores.....	††	††	††	††	46	18 904	3 193	805	289
5713, 4, 9	Home furnishing stores.....	††	††	††	††	27	8 117	1 135	292	111
5713	Floor covering stores.....	††	††	††	††	16	5 886	774	204	63
5714	Drapery, curtain, and upholstery stores.....	††	††	††	††	1	(D)	(D)	(D)	(D)
5719	Miscellaneous home furnishing stores.....	††	††	††	††	10	(D)	(D)	(D)	(D)
572	Household appliance stores.....	††	††	††	††	21	9 842	1 643	380	146
573	Radio, television, and music stores.....	††	††	††	††	38	20 361	2 557	635	240
5732	Radio and television stores.....	††	††	††	††	29	15 250	1 685	439	154
5733	Music stores.....	††	††	††	††	9	5 111	872	196	86
5733 pt.	Record shops.....	††	††	††	††	4	1 435	107	26	22
5733 pt.	Musical instrument stores.....	5	3 676	765	170	64
58	Eating and drinking places.....	††	††	††	††	553	129 762	32 673	7 402	7 562
5812	Eating places.....	††	††	††	††	328	106 096	28 223	6 368	6 465
5812 pt.	Restaurants and lunchrooms.....	158	56 081	16 035	3 858	3 572
5812 pt.	Cafeterias.....	2	(D)	(D)	(D)	(D)
5812 pt.	Refreshment places.....	143	39 629	9 360	1 947	2 150
5812 pt.	Other eating places.....	25	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages).....	††	††	††	††	225	23 666	4 450	1 034	1 097
591	Drug and proprietary stores.....	††	††	††	††	52	27 503	4 139	1 014	530
591 pt.	Drug stores.....	49	27 249	4 100	1 005	523
591 pt.	Proprietary stores.....	3	254	39	9	7
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	293	146 451	21 578	4 404	1 942
592	Liquor stores.....	††	††	††	††	38	16 909	1 194	289	206
593	Used merchandise stores.....	††	††	††	††	12	1 987	367	89	45
594	Miscellaneous shopping goods stores.....	††	††	††	††	127	30 067	4 305	937	616
5941	Sporting goods stores and bicycle shops.....	††	††	††	††	41	11 090	1 261	273	169
5941 pt.	General line sporting goods stores.....	15	4 868	544	119	56
5941 pt.	Specialty line sporting goods stores.....	26	6 222	717	154	113
5942	Book stores.....	††	††	††	††	13	3 115	382	92	68
5943	Stationery stores.....	††	††	††	††	3	1 431	245	60	21
5944	Jewelry stores.....	††	††	††	††	21	4 621	1 149	224	103
5945	Hobby, toy, and game shops.....	††	††	††	††	11	(D)	(D)	(D)	(D)
5946	Camera and photographic supply stores.....	††	††	††	††	6	2 858	322	70	38
5947	Gift, novelty, and souvenir shops.....	††	††	††	††	16	2 037	229	52	75
5948	Luggage and leather goods stores.....	††	††	††	††	1	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores.....	††	††	††	††	15	3 605	577	133	102
596	Nonstore retailers ²	††	††	††	††	30	69 555	12 101	2 244	683
5961	Mail order houses.....	††	††	††	††	10	(D)	(D)	(D)	(D)
5962	Automatic merchandising machine operators.....	††	††	††	††	8	18 478	4 147	1 029	265
5963	Direct selling establishments ²	††	††	††	††	12	(D)	(D)	(D)	(D)
598	Fuel and ice dealers.....	††	††	††	††	14	16 583	930	262	77
5983	Fuel oil dealers.....	††	††	††	††	9	(D)	(D)	(D)	(D)
5984	Liquefied petroleum gas (bottled gas) dealers.....	††	††	††	††	5	(D)	(D)	(D)	(D)
5982	Fuel and ice dealers, n.e.c.....	††	††	††	††	-	-	-	-	-
5992	Florists.....	††	††	††	††	24	4 519	1 050	235	163
5993	Cigar stores and stands.....	††	††	††	††	2	(D)	(D)	(D)	(D)
5994	News dealers and newsstands.....	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.....	††	††	††	††	45	6 496	1 594	342	144
5999 pt.	Optical goods stores.....	14	2 134	654	151	48
5999 pt.	Pet shops.....	6	540	102	19	15
5999 pt.	Typewriter stores.....	1	(D)	(D)	(D)	(D)
5999 pt.	Other miscellaneous retail stores, n.e.c.....	24	(D)	(D)	(D)	(D)
	DULUTH-SUPERIOR, MINN.-WIS., SMSA									
	Retail trade².....	2 467	1 185 822	1 086	132	1 773	1 159 306	138 194	33 165	18 169
52	Building materials, hardware, garden supply, and mobile home dealers.....	††	††	††	††	120	78 859	10 740	2 491	812
521, 3	Building materials and supply stores.....	††	††	††	††	73	59 371	7 957	1 812	512
521	Lumber and other building materials dealers.....	††	††	††	††	62	55 025	6 891	1 570	451
523	Paint, glass, and wallpaper stores.....	††	††	††	††	11	4 346	1 066	242	61
525	Hardware stores.....	††	††	††	††	38	15 511	2 368	586	269
526	Retail nurseries, lawn and garden supply stores.....	††	††	††	††	5	970	107	22	10
527	Mobile home dealers.....	††	††	††	††	4	3 007	308	71	21
53	General merchandise group stores.....	††	††	††	††	48	156 037	19 364	4 579	2 510
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	16	148 147	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	16	137 567	17 307	4 096	2 208
533	Variety stores.....	††	††	††	††	7	2 884	485	115	82
539	Miscellaneous general merchandise stores.....	††	††	††	††	25	15 586	1 572	368	220

See footnotes at end of table.

Table 4. **Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.**

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partne- rships (number)					
	DULUTH-SUPERIOR, MINN.-WIS., SMSA—Con.									
54	Food stores -----	††	††	††	††	204	252 892	24 143	5 733	2 496
541	Grocery stores -----	††	††	††	††	144	239 104	21 289	5 087	2 063
542	Meat and fish (seafood) markets -----	††	††	††	††	10	6 433	735	182	61
546	Retail bakeries -----	††	††	††	††	28	4 600	1 651	365	254
5462	Retail bakeries—baking and selling -----	††	††	††	††	27	(D)	(D)	(D)	(D)
5463	Retail bakeries—selling only -----	††	††	††	††	1	(D)	(D)	(D)	(D)
543, 4, 5, 9	Other food stores -----	††	††	††	††	22	2 755	468	99	118
543	Fruit stores and vegetable markets -----	††	††	††	††	1	(D)	(D)	(D)	(D)
544	Candy, nut, and confectionery stores -----	††	††	††	††	10	571	124	29	34
545	Dairy products stores -----	††	††	††	††	7	1 122	216	42	61
549	Miscellaneous food stores -----	††	††	††	††	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	††	††	††	††	100	148 543	13 563	3 330	949
551	Motor vehicle dealers—new and used cars -----	††	††	††	††	41	116 220	9 785	2 519	628
552	Motor vehicle dealers—used cars only -----	††	††	††	††	7	4 760	336	103	37
553	Auto and home supply stores -----	††	††	††	††	28	14 898	2 383	534	184
553 pt.	Tire, battery, and accessory dealers -----	††	††	††	††	24	11 592	2 105	469	158
553 pt.	Other auto and home supply stores -----	††	††	††	††	4	3 306	278	65	26
555, 6, 7, 9	Miscellaneous automotive dealers -----	††	††	††	††	24	12 665	1 059	174	100
555	Boat dealers -----	††	††	††	††	13	(D)	(D)	(D)	(D)
556	Recreational and utility trailer dealers -----	††	††	††	††	5	(D)	(D)	(D)	(D)
557	Motorcycle dealers -----	††	††	††	††	6	4 666	361	74	52
559	Automotive dealers, n.e.c. -----	††	††	††	††	-	-	-	-	-
554	Gasoline service stations -----	††	††	††	††	149	127 000	6 167	1 540	877
56	Apparel and accessory stores -----	††	††	††	††	165	52 336	7 702	1 999	1 113
561	Men's and boys' clothing and furnishings stores -----	††	††	††	††	29	11 292	1 916	593	218
562, 3, 8	Women's clothing and specialty stores and furriers -----	††	††	††	††	56	18 406	2 646	647	438
562	Women's ready-to-wear stores -----	††	††	††	††	49	16 715	2 217	537	366
563, 8	Women's accessory and specialty stores and furriers -----	††	††	††	††	7	1 691	429	110	72
565	Family clothing stores -----	††	††	††	††	22	11 430	1 479	368	213
566	Shoe stores -----	††	††	††	††	39	8 027	1 162	264	147
566 pt.	Men's shoe stores -----	††	††	††	††	5	525	104	21	10
566 pt.	Women's shoe stores -----	††	††	††	††	9	1 747	276	64	31
566 pt.	Children's and juveniles' shoe stores -----	††	††	††	††	-	-	-	-	-
566 pt.	Family shoe stores -----	††	††	††	††	25	5 755	782	179	106
564, 9	Other apparel and accessory stores -----	††	††	††	††	19	3 181	499	127	97
564	Children's and infants' wear stores -----	††	††	††	††	8	717	112	33	30
569	Miscellaneous apparel and accessory stores -----	††	††	††	††	11	2 464	387	94	67
57	Furniture, home furnishings, and equipment stores -----	††	††	††	††	107	39 920	6 234	1 572	530
5712	Furniture stores -----	††	††	††	††	32	15 954	2 971	782	218
5713, 4, 9	Home furnishing stores -----	††	††	††	††	24	4 220	622	128	58
5713	Floor covering stores -----	††	††	††	††	10	2 888	452	102	38
5714	Draperies, curtain, and upholstery stores -----	††	††	††	††	6	523	114	16	9
5719	Miscellaneous home furnishing stores -----	††	††	††	††	8	809	56	10	11
572	Household appliance stores -----	††	††	††	††	11	6 124	972	243	88
573	Radio, television, and music stores -----	††	††	††	††	40	13 622	1 669	419	166
5732	Radio and television stores -----	††	††	††	††	28	9 537	1 162	278	104
5733	Music stores -----	††	††	††	††	12	4 085	507	141	62
5733 pt.	Record shops -----	††	††	††	††	3	(D)	(D)	(D)	(D)
5733 pt.	Musical instrument stores -----	††	††	††	††	9	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	††	††	††	††	487	118 004	29 088	6 686	6 322
5812	Eating places -----	††	††	††	††	313	96 934	24 976	5 677	5 497
5812 pt.	Restaurants and lunchrooms -----	††	††	††	††	170	60 644	16 621	3 872	3 504
5812 pt.	Cafeterias -----	††	††	††	††	3	1 459	354	88	111
5812 pt.	Refreshment places -----	††	††	††	††	120	30 846	6 873	1 462	1 632
5812 pt.	Other eating places -----	††	††	††	††	20	3 985	1 128	255	250
5813	Drinking places (alcoholic beverages) -----	††	††	††	††	174	21 070	4 112	1 009	825
591	Drug and proprietary stores -----	††	††	††	††	58	33 362	4 693	1 113	599
591 pt.	Drug stores -----	††	††	††	††	55	(D)	(D)	(D)	(D)
591 pt.	Proprietary stores -----	††	††	††	††	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	DULUTH-SUPERIOR, MINN.-WIS., SMSA—Con.									
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	335	152 353	16 500	4 122	1 961
592	Liquor stores	††	††	††	††	61	27 634	2 645	638	356
593	Used merchandise stores	††	††	††	††	12	1 540	338	78	45
594	Miscellaneous shopping goods stores	††	††	††	††	129	32 788	4 912	1 211	703
5941	Sporting goods stores and bicycle shops	††	††	††	††	37	11 159	1 486	329	187
5941 pt.	General line sporting goods stores	††	††	††	††	18	8 169	1 084	251	115
5941 pt.	Specialty line sporting goods stores	††	††	††	††	19	2 990	402	78	72
5942	Book stores	††	††	††	††	10	1 944	219	52	41
5943	Stationery stores	††	††	††	††	7	(D)	(D)	(D)	(D)
5944	Jewelry stores	††	††	††	††	20	7 968	1 504	465	143
5945	Hobby, toy, and game shops	††	††	††	††	8	1 586	173	42	27
5946	Camera and photographic supply stores	††	††	††	††	3	(D)	(D)	(D)	(D)
5947	Gift, novelty, and souvenir shops	††	††	††	††	25	3 381	522	121	133
5948	Luggage and leather goods stores	††	††	††	††	2	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	††	††	††	††	17	3 337	477	100	112
596	Nonstore retailers ²	††	††	††	††	31	13 269	2 059	543	240
5961	Mail order houses	††	††	††	††	13	7 417	826	205	91
5962	Automatic merchandising machine operators	††	††	††	††	6	2 863	487	154	50
5963	Direct selling establishments ²	††	††	††	††	12	2 989	746	184	99
598	Fuel and ice dealers	††	††	††	††	33	67 066	4 454	1 159	315
5983	Fuel oil dealers	††	††	††	††	19	55 324	3 135	802	231
5984	Liquefied petroleum gas (bottled gas) dealers	††	††	††	††	13	(D)	(D)	(D)	(D)
5982	Fuel and ice dealers, n.e.c.	††	††	††	††	1	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	26	3 989	850	213	170
5993	Cigar stores and stands	††	††	††	††	-	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	4	909	77	20	23
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	39	(D)	(D)	(D)	(D)
5999 pt.	Optical goods stores	††	††	††	††	19	2 716	584	137	47
5999 pt.	Pet shops	††	††	††	††	5	349	64	18	12
5999 pt.	Typewriter stores	††	††	††	††	-	-	-	-	-
5999 pt.	Other miscellaneous retail stores, n.e.c.	††	††	††	††	15	(D)	(D)	(D)	(D)
	EAU CLAIRE SMSA									
	Retail trade ²	1 233	646 064	688	65	862	633 425	69 897	16 578	10 374
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	47	43 145	5 306	1 220	368
521, 3	Building materials and supply stores	††	††	††	††	28	36 385	4 447	1 031	278
525	Hardware stores	††	††	††	††	14	3 249	473	116	65
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	3	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	2	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	21	82 252	9 927	2 333	1 428
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	7	64 206	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	7	58 462	6 600	1 567	981
533	Variety stores	††	††	††	††	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	7	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	92	115 515	9 812	2 454	1 341
541	Grocery stores	††	††	††	††	67	110 250	8 908	2 249	1 197
542	Meat and fish (seafood) markets	††	††	††	††	6	2 828	284	71	35
546	Retail bakeries	††	††	††	††	13	1 431	508	109	89
543, 4, 5, 9	Other food stores	††	††	††	††	6	1 006	112	25	20
55 ex. 554	Automotive dealers	††	††	††	††	64	131 198	9 226	2 197	675
551	Motor vehicle dealers—new and used cars	††	††	††	††	27	98 527	6 050	1 500	403
552	Motor vehicle dealers—used cars only	††	††	††	††	11	4 522	323	66	24
553	Auto and home supply stores	††	††	††	††	17	17 893	1 911	432	175
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	9	10 256	942	199	73
554	Gasoline service stations	††	††	††	††	82	63 934	2 755	663	464
56	Apparel and accessory stores	††	††	††	††	66	27 039	3 361	787	503
561	Men's and boys' clothing and furnishings stores	††	††	††	††	12	3 581	566	138	62
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	22	9 067	1 175	275	188
562	Women's ready-to-wear stores	††	††	††	††	20	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	2	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	9	8 829	880	207	144
566	Shoe stores	††	††	††	††	20	5 154	645	147	93
564, 9	Other apparel and accessory stores	††	††	††	††	3	408	95	20	16
57	Furniture, home furnishings, and equipment stores	††	††	††	††	65	24 881	3 352	797	336
5712	Furniture stores	††	††	††	††	21	9 257	1 404	326	125
5713, 4, 9	Home furnishing stores	††	††	††	††	13	2 962	339	66	51
572	Household appliance stores	††	††	††	††	6	4 246	603	142	50
573	Radio, television, and music stores	††	††	††	††	25	8 416	1 006	263	110
58	Eating and drinking places	††	††	††	††	264	63 380	16 910	4 008	4 284
5812	Eating places	††	††	††	††	149	49 719	13 983	3 261	3 558
5813	Drinking places (alcoholic beverages)	††	††	††	††	115	13 661	2 927	747	726

See footnotes at end of table.

Table 4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D.]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	EAU CLAIRE SMSA—Con.									
591	Drug and proprietary stores.....	††	††	††	††	25	13 665	2 062	499	201
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	136	68 416	7 186	1 620	774
592	Liquor stores	††	††	††	††	11	5 595	278	75	85
593	Used merchandise stores.....	††	††	††	††	5	1 504	282	72	29
594	Miscellaneous shopping goods stores.....	††	††	††	††	60	15 494	2 338	601	284
5941	Sporting goods stores and bicycle shops.....	††	††	††	††	15	5 443	593	144	53
5944	Jewelry stores	††	††	††	††	9	4 417	968	249	74
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	36	5 634	777	208	157
596	Nonstore retailers ²	††	††	††	††	16	13 300	1 892	327	148
598	Fuel and ice dealers	††	††	††	††	12	27 623	1 032	214	87
5992	Florists	††	††	††	††	9	1 489	300	65	56
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	22	(D)	(D)	(D)	(D)
	GREEN BAY SMSA									
	Retail trade ²	1 570	875 583	755	106	1 138	858 238	109 416	25 625	14 628
52	Building materials, hardware, garden supply, and mobile home dealers.....	††	††	††	††	60	40 735	5 248	1 159	382
521, 3	Building materials and supply stores	††	††	††	††	37	30 291	3 728	816	238
525	Hardware stores	††	††	††	††	18	5 904	1 061	278	118
526	Retail nurseries, lawn and garden supply stores.....	††	††	††	††	1	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	4	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	31	170 265	20 348	4 580	2 661
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	17	153 749	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	17	143 993	18 540	4 175	2 450
533	Variety stores	††	††	††	††	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	9	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	104	140 118	15 390	3 932	1 862
541	Grocery stores	††	††	††	††	61	130 603	13 240	3 426	1 544
542	Meat and fish (seafood) markets	††	††	††	††	3	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	19	3 925	1 287	306	203
543, 4, 5, 9	Other food stores	††	††	††	††	21	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	62	156 494	15 035	3 439	979
551	Motor vehicle dealers—new and used cars	††	††	††	††	24	134 127	12 308	2 820	752
552	Motor vehicle dealers—used cars only	††	††	††	††	5	6 120	302	54	18
553	Auto and home supply stores	††	††	††	††	23	10 463	1 937	432	149
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	10	5 784	488	133	60
554	Gasoline service stations	††	††	††	††	85	82 120	3 428	814	455
56	Apparel and accessory stores.....	††	††	††	††	131	43 728	5 770	1 397	815
561	Men's and boys' clothing and furnishings stores	††	††	††	††	18	6 714	1 108	270	130
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	46	18 220	2 234	546	332
562	Women's ready-to-wear stores	††	††	††	††	41	17 250	2 061	497	305
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	5	970	173	49	27
565	Family clothing stores	††	††	††	††	13	6 655	774	179	111
566	Shoe stores	††	††	††	††	46	11 353	1 529	374	217
564, 9	Other apparel and accessory stores	††	††	††	††	8	786	125	28	25
57	Furniture, home furnishings, and equipment stores.....	††	††	††	††	93	43 838	6 870	1 614	576
5712	Furniture stores.....	††	††	††	††	21	16 529	3 187	715	227
5713, 4, 9	Home furnishing stores	††	††	††	††	23	5 844	970	222	92
572	Household appliance stores	††	††	††	††	12	8 172	808	191	70
573	Radio, television, and music stores	††	††	††	††	37	13 293	1 905	486	187
58	Eating and drinking places	††	††	††	††	360	94 493	24 260	5 504	5 311
5812	Eating places.....	††	††	††	††	237	80 035	21 724	4 885	4 663
5813	Drinking places (alcoholic beverages)	††	††	††	††	123	14 458	2 536	619	648
591	Drug and proprietary stores.....	††	††	††	††	28	14 740	2 199	532	259
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	184	71 707	10 868	2 654	1 328
592	Liquor stores	††	††	††	††	29	17 266	1 297	285	173
593	Used merchandise stores.....	††	††	††	††	7	2 764	557	185	59
594	Miscellaneous shopping goods stores.....	††	††	††	††	96	29 725	4 669	1 130	596
5941	Sporting goods stores and bicycle shops.....	††	††	††	††	19	10 435	1 129	276	132
5944	Jewelry stores	††	††	††	††	19	7 673	1 356	322	130
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	58	11 617	2 184	532	334
596	Nonstore retailers ²	††	††	††	††	15	13 661	2 738	690	338
598	Fuel and ice dealers	††	††	††	††	4	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	8	702	174	37	25
5993	Cigar stores and stands	††	††	††	††	1	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	2	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	22	4 106	1 092	244	110

See footnotes at end of table.

Table 4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partnerships (number)					
	JANESVILLE-BELOIT SMSA									
	Retail trade²	1 176	623 390	599	77	865	612 560	71 528	16 630	9 652
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	39	25 134	3 001	686	292
521, 3	Building materials and supply stores	††	††	††	††	17	14 218	1 451	314	102
525	Hardware stores	††	††	††	††	17	8 866	1 206	297	152
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	4	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	22	101 346	12 636	2 893	1 745
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	12	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	12	81 835	10 636	2 444	1 489
533	Variety stores	††	††	††	††	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	4	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	85	139 578	13 906	3 429	1 344
541	Grocery stores	††	††	††	††	56	134 930	12 934	3 189	1 139
542	Meat and fish (seafood) markets	††	††	††	††	4	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	11	1 706	543	135	115
543, 4, 5, 9	Other food stores	††	††	††	††	14	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	46	86 073	7 809	1 731	504
551	Motor vehicle dealers—new and used cars	††	††	††	††	19	72 733	6 121	1 368	360
552	Motor vehicle dealers—used cars only	††	††	††	††	4	3 373	363	83	25
553	Auto and home supply stores	††	††	††	††	13	5 613	881	197	78
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	10	4 354	444	83	41
554	Gasoline service stations	††	††	††	††	82	79 731	3 481	776	452
56	Apparel and accessory stores	††	††	††	††	93	25 669	3 144	728	479
561	Men's and boys' clothing and furnishings stores	††	††	††	††	8	1 709	277	70	34
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	36	11 910	1 316	291	214
562	Women's ready-to-wear stores	††	††	††	††	34	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	2	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	11	2 923	406	75	57
566	Shoe stores	††	††	††	††	27	7 640	981	256	144
564, 9	Other apparel and accessory stores	††	††	††	††	11	1 487	164	36	30
57	Furniture, home furnishings, and equipment stores	††	††	††	††	53	19 594	2 839	676	305
5712	Furniture stores	††	††	††	††	12	6 062	1 173	269	108
5713, 4, 9	Home furnishing stores	††	††	††	††	12	3 683	417	110	53
572	Household appliance stores	††	††	††	††	9	2 865	437	106	43
573	Radio, television, and music stores	††	††	††	††	20	6 984	812	191	101
58	Eating and drinking places	††	††	††	††	257	61 385	15 560	3 550	3 474
5812	Eating places	††	††	††	††	165	48 317	12 697	2 888	2 935
5813	Drinking places (alcoholic beverages)	††	††	††	††	92	13 068	2 863	662	539
591	Drug and proprietary stores	††	††	††	††	32	18 105	2 689	648	278
59 ex. 591	Miscellaneous retail stores²	††	††	††	††	156	55 945	6 463	1 513	779
592	Liquor stores	††	††	††	††	24	9 076	659	162	121
593	Used merchandise stores	††	††	††	††	9	1 841	327	61	38
594	Miscellaneous shopping goods stores	††	††	††	††	65	12 725	1 807	439	289
5941	Sporting goods stores and bicycle shops	††	††	††	††	20	4 772	570	126	82
5944	Jewelry stores	††	††	††	††	14	1 760	373	116	41
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	31	6 193	864	197	166
596	Nonstore retailers ²	††	††	††	††	13	11 224	1 822	398	136
598	Fuel and ice dealers	††	††	††	††	12	16 667	1 040	276	70
5992	Florists	††	††	††	††	11	1 608	323	68	52
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	22	2 804	485	109	73
	KENOSHA SMSA									
	Retail trade²	936	454 807	463	63	690	445 321	57 609	13 401	7 178
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	34	14 181	2 227	501	192
521, 3	Building materials and supply stores	††	††	††	††	13	8 369	1 289	305	89
525	Hardware stores	††	††	††	††	12	3 937	561	133	70
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	6	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	3	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	13	51 357	7 893	1 835	954
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	5	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	5	44 326	6 629	1 550	812
533	Variety stores	††	††	††	††	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 4. **Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.**

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partners- hips (number)					
	KENOSHA SMSA—Con.									
54	Food stores	††	††	††	††	75	124 377	14 395	3 442	1 120
541	Grocery stores	††	††	††	††	50	118 041	13 124	3 111	950
542	Meat and fish (seafood) markets	††	††	††	††	4	1 859	231	48	16
546	Retail bakeries	††	††	††	††	8	1 551	457	104	85
543, 4, 5, 9	Other food stores	††	††	††	††	13	2 926	583	179	69
55 ex. 554	Automotive dealers	††	††	††	††	33	52 023	4 083	793	271
551	Motor vehicle dealers—new and used cars	††	††	††	††	7	39 323	2 422	454	155
552	Motor vehicle dealers—used cars only	††	††	††	††	8	5 635	616	138	40
553	Auto and home supply stores	††	††	††	††	8	3 253	588	132	38
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	10	3 812	457	69	38
554	Gasoline service stations	††	††	††	††	75	61 323	3 079	748	344
56	Apparel and accessory stores	††	††	††	††	41	14 138	1 928	447	293
561	Men's and boys' clothing and furnishings stores	††	††	††	††	4	1 122	240	53	19
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	12	4 512	686	165	127
562	Women's ready-to-wear stores	††	††	††	††	11	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	7	(D)	(D)	(D)	(D)
566	Shoe stores	††	††	††	††	14	3 353	373	84	64
564, 9	Other apparel and accessory stores	††	††	††	††	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	46	14 998	2 865	738	285
5712	Furniture stores	††	††	††	††	16	5 174	1 110	332	98
5713, 4, 9	Home furnishing stores	††	††	††	††	11	2 107	367	75	33
572	Household appliance stores	††	††	††	††	4	4 032	887	218	83
573	Radio, television, and music stores	††	††	††	††	15	3 685	501	113	71
58	Eating and drinking places	††	††	††	††	250	54 172	13 490	3 145	2 816
5812	Eating places	††	††	††	††	129	41 984	11 640	2 702	2 379
5813	Drinking places (alcoholic beverages)	††	††	††	††	121	12 188	1 850	443	437
591	Drug and proprietary stores	††	††	††	††	22	12 823	1 783	442	229
59 ex. 591	Miscellaneous retail stores²	††	††	††	††	101	45 929	5 866	1 310	674
592	Liquor stores	††	††	††	††	14	7 010	670	171	142
593	Used merchandise stores	††	††	††	††	5	827	183	45	21
594	Miscellaneous shopping goods stores	††	††	††	††	44	9 492	1 712	337	210
5941	Sporting goods stores and bicycle shops	††	††	††	††	12	2 940	359	92	54
5944	Jewelry stores	††	††	††	††	6	1 621	429	74	40
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	26	4 931	924	171	116
596	Nonstore retailers ²	††	††	††	††	11	20 709	2 190	490	188
598	Fuel and ice dealers	††	††	††	††	2	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	9	1 561	332	81	46
5993	Cigar stores and stands	††	††	††	††	1	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	2	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	13	1 772	368	88	36
	LA CROSSE SMSA									
	Retail trade²	906	511 606	374	78	734	504 531	65 271	15 008	9 021
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	31	26 542	3 057	765	272
521, 3	Building materials and supply stores	††	††	††	††	16	20 001	2 072	515	172
525	Hardware stores	††	††	††	††	8	4 409	686	189	75
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	2	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	5	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	17	78 704	9 844	2 211	1 250
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	9	82 064	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	9	75 978	9 468	2 118	1 183
533	Variety stores	††	††	††	††	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	1	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	66	99 762	7 920	1 892	1 081
541	Grocery stores	††	††	††	††	41	95 770	7 021	1 697	906
542	Meat and fish (seafood) markets	††	††	††	††	3	738	65	15	11
546	Retail bakeries	††	††	††	††	9	1 440	470	106	86
543, 4, 5, 9	Other food stores	††	††	††	††	13	1 814	364	72	68
55 ex. 554	Automotive dealers	††	††	††	††	47	87 835	7 977	1 679	895
551	Motor vehicle dealers—new and used cars	††	††	††	††	15	71 628	5 914	1 411	379
552	Motor vehicle dealers—used cars only	††	††	††	††	7	2 287	136	47	14
553	Auto and home supply stores	††	††	††	††	18	7 679	1 314	391	97
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	9	6 241	613	121	65
554	Gasoline service stations	††	††	††	††	55	43 973	1 847	482	282

See footnotes at end of table.

Table 4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partners- hips (number)					
	LA CROSSE SMSA—Con.									
56	Apparel and accessory stores	††	††	††	††	86	26 258	4 114	986	691
561	Men's and boys' clothing and furnishings stores	††	††	††	††	10	2 821	563	144	81
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	33	13 914	2 183	539	373
562	Women's ready-to-wear stores	††	††	††	††	32	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	9	3 366	556	114	99
566	Shoe stores	††	††	††	††	27	5 503	754	178	124
564, 9	Other apparel and accessory stores	††	††	††	††	7	654	58	11	14
57	Furniture, home furnishings, and equipment stores	††	††	††	††	59	27 297	4 848	1 128	437
5712	Furniture stores	††	††	††	††	17	6 548	1 091	253	100
5713, 4, 9	Home furnishing stores	††	††	††	††	16	5 355	1 010	216	109
572	Household appliance stores	††	††	††	††	7	6 023	1 496	364	104
573	Radio, television, and music stores	††	††	††	††	19	9 371	1 251	295	124
58	Eating and drinking places	††	††	††	††	226	57 128	15 591	3 351	3 341
5812	Eating places	††	††	††	††	122	46 325	13 319	2 829	2 832
5813	Drinking places (alcoholic beverages)	††	††	††	††	104	10 803	2 272	522	509
591	Drug and proprietary stores	††	††	††	††	18	13 776	1 953	480	255
59 ex. 591	Miscellaneous retail stores²	††	††	††	††	129	43 256	8 020	1 863	877
592	Liquor stores	††	††	††	††	6	2 975	245	38	37
593	Used merchandise stores	††	††	††	††	3	220	19	4	5
594	Miscellaneous shopping goods stores	††	††	††	††	70	15 187	2 431	566	361
5941	Sporting goods stores and bicycle shops	††	††	††	††	18	4 347	566	124	74
5944	Jewelry stores	††	††	††	††	11	3 584	856	211	98
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	41	7 256	1 009	231	189
596	Nonstore retailers ²	††	††	††	††	8	11 139	3 038	720	243
598	Fuel and ice dealers	††	††	††	††	7	7 750	857	198	62
5992	Florists	††	††	††	††	12	2 523	640	149	88
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	22	(D)	(D)	(D)	(D)
	MADISON SMSA									
	Retail trade²	2 824	1 783 865	1 142	195	2 183	1 761 572	221 903	51 996	29 383
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	101	64 732	8 815	2 171	781
521, 3	Building materials and supply stores	††	††	††	††	48	44 227	5 807	1 479	403
521	Lumber and other building materials dealers	††	††	††	††	34	40 108	5 053	1 309	341
523	Paint, glass, and wallpaper stores	††	††	††	††	14	4 119	754	170	62
525	Hardware stores	††	††	††	††	36	14 726	2 142	499	298
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	12	3 495	651	132	62
527	Mobile home dealers	††	††	††	††	5	2 284	215	61	18
53	General merchandise group stores	††	††	††	††	44	208 102	24 802	5 950	3 725
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	20	209 152	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	20	196 990	23 078	5 514	3 392
533	Variety stores	††	††	††	††	15	7 736	1 240	321	244
539	Miscellaneous general merchandise stores	††	††	††	††	9	3 376	484	115	89
54	Food stores	††	††	††	††	241	317 819	31 967	7 289	3 449
541	Grocery stores	††	††	††	††	153	298 143	28 302	6 495	2 788
542	Meat and fish (seafood) markets	††	††	††	††	17	5 749	878	185	129
546	Retail bakeries	††	††	††	††	28	5 112	1 604	357	342
5462	Retail bakeries—baking and selling	††	††	††	††	22	4 507	1 454	320	314
5463	Retail bakeries—selling only	††	††	††	††	6	605	150	37	28
543, 4, 5, 9	Other food stores	††	††	††	††	43	8 815	1 183	252	190
543	Fruit stores and vegetable markets	††	††	††	††	2	(D)	(D)	(D)	(D)
544	Candy, nut, and confectionery stores	††	††	††	††	10	1 199	212	50	42
545	Dairy products stores	††	††	††	††	23	5 563	698	157	118
549	Miscellaneous food stores	††	††	††	††	8	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	102	311 492	28 150	6 703	1 631
551	Motor vehicle dealers—new and used cars	††	††	††	††	36	256 912	22 557	5 439	1 194
552	Motor vehicle dealers—used cars only	††	††	††	††	13	6 262	481	89	34
553	Auto and home supply stores	††	††	††	††	28	29 793	3 450	806	233
553 pt.	Tire, battery, and accessory dealers	††	††	††	††	27	(D)	(D)	(D)	(D)
553 pt.	Other auto and home supply stores	††	††	††	††	1	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	25	18 525	1 662	369	170
555	Boat dealers	††	††	††	††	8	3 720	458	80	38
556	Recreational and utility trailer dealers	††	††	††	††	8	7 412	577	153	50
557	Motorcycle dealers	††	††	††	††	9	7 393	627	136	82
559	Automotive dealers, n.e.c.	††	††	††	††	-	-	-	-	-
554	Gasoline service stations	††	††	††	††	180	170 182	8 813	2 062	1 118

See footnotes at end of table.

Table 4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partnerships (number)					
	MADISON SMSA—Con.									
56	Apparel and accessory stores -----	††	††	††	††	221	84 705	11 703	2 906	1 612
561	Men's and boys' clothing and furnishings stores	††	††	††	††	27	11 924	2 100	491	221
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	77	32 829	4 763	1 295	713
562	Women's ready-to-wear stores	††	††	††	††	69	30 579	4 340	1 193	659
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	8	2 250	423	102	54
565	Family clothing stores	††	††	††	††	30	17 690	1 840	406	241
566	Shoe stores	††	††	††	††	68	19 071	2 514	588	348
566 pt.	Men's shoe stores	††	††	††	††	12	1 618	260	63	31
566 pt.	Women's shoe stores	††	††	††	††	16	4 142	606	142	77
566 pt.	Children's and juveniles' shoe stores	††	††	††	††	3	(D)	(D)	(D)	(D)
566 pt.	Family shoe stores	††	††	††	††	37	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	††	††	††	††	19	3 191	486	126	89
564	Children's and infants' wear stores	††	††	††	††	5	1 557	231	56	42
569	Miscellaneous apparel and accessory stores	††	††	††	††	14	1 634	255	70	47
57	Furniture, home furnishings, and equipment stores -----	††	††	††	††	133	156 906	17 471	3 887	1 337
5712	Furniture stores	††	††	††	††	34	15 729	2 451	588	231
5713, 4, 9	Home furnishing stores	††	††	††	††	39	20 116	2 864	657	312
5713	Floor covering stores	††	††	††	††	16	11 113	1 557	352	114
5714	Drapery, curtain, and upholstery stores	††	††	††	††	6	400	76	15	13
5719	Miscellaneous home furnishing stores	††	††	††	††	17	8 603	1 231	290	185
572	Household appliance stores	††	††	††	††	19	12 503	1 516	345	119
573	Radio, television, and music stores	††	††	††	††	41	108 558	10 640	2 297	675
5732	Radio and television stores	††	††	††	††	24	(D)	(D)	(D)	(D)
5733	Music stores	††	††	††	††	17	(D)	(D)	(D)	(D)
5733 pt.	Record shops	††	††	††	††	10	(D)	(D)	(D)	(D)
5733 pt.	Musical instrument stores	††	††	††	††	7	4 693	1 025	268	74
58	Eating and drinking places -----	††	††	††	††	628	206 156	56 581	13 371	11 870
5812	Eating places	††	††	††	††	431	172 411	48 869	11 525	10 191
5812 pt.	Restaurants and lunchrooms	††	††	††	††	227	104 681	31 927	7 628	6 608
5812 pt.	Cafeterias	††	††	††	††	10	4 227	1 275	309	241
5812 pt.	Refreshment places	††	††	††	††	173	60 878	14 877	3 404	3 188
5812 pt.	Other eating places	††	††	††	††	21	2 625	790	184	154
5813	Drinking places (alcoholic beverages)	††	††	††	††	197	33 745	7 712	1 846	1 679
591	Drug and proprietary stores -----	††	††	††	††	74	42 795	6 176	1 475	735
591 pt.	Drug stores	††	††	††	††	68	38 846	5 710	1 361	665
591 pt.	Proprietary stores	††	††	††	††	6	3 949	466	114	70
59 ex. 591	Miscellaneous retail stores² -----	††	††	††	††	459	198 683	27 425	6 182	3 125
592	Liquor stores	††	††	††	††	78	37 995	2 797	576	403
593	Used merchandise stores	††	††	††	††	29	5 130	981	254	146
594	Miscellaneous shopping goods stores	††	††	††	††	210	73 620	10 576	2 573	1 492
5941	Sporting goods stores and bicycle shops	††	††	††	††	47	17 513	2 512	595	348
5941 pt.	General line sporting goods stores	††	††	††	††	23	10 989	1 290	327	215
5941 pt.	Specialty line sporting goods stores	††	††	††	††	24	6 524	1 222	268	133
5942	Book stores	††	††	††	††	22	16 305	2 048	473	234
5943	Stationery stores	††	††	††	††	8	(D)	(D)	(D)	(D)
5944	Jewelry stores	††	††	††	††	24	14 266	2 395	647	223
5945	Hobby, toy, and game shops	††	††	††	††	16	3 604	456	103	76
5946	Camera and photographic supply stores	††	††	††	††	7	2 489	327	75	48
5947	Gift, novelty, and souvenir shops	††	††	††	††	56	9 912	1 563	379	291
5948	Luggage and leather goods stores	††	††	††	††	3	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	††	††	††	††	27	7 067	926	221	225
596	Nonstore retailers² -----	††	††	††	††	32	46 628	8 728	1 703	553
5961	Mail order houses	††	††	††	††	11	(D)	(D)	(D)	(D)
5962	Automatic merchandising machine operators	††	††	††	††	11	13 336	2 307	542	253
5963	Direct selling establishments ²	††	††	††	††	10	(D)	(D)	(D)	(D)
598	Fuel and ice dealers -----	††	††	††	††	16	20 053	1 037	284	84
5983	Fuel oil dealers	††	††	††	††	8	14 924	553	171	48
5984	Liquefied petroleum gas (bottled gas) dealers	††	††	††	††	7	(D)	(D)	(D)	(D)
5982	Fuel and ice dealers, n.e.c.	††	††	††	††	1	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	33	6 144	1 130	256	184
5993	Cigar stores and stands	††	††	††	††	3	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	2	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c. -----	††	††	††	††	56	8 563	2 044	510	250
5999 pt.	Optical goods stores	††	††	††	††	16	1 742	524	127	42
5999 pt.	Pet shops	††	††	††	††	8	1 799	341	55	68
5999 pt.	Typewriter stores	††	††	††	††	3	389	96	23	14
5999 pt.	Other miscellaneous retail stores, n.e.c.	††	††	††	††	29	4 633	1 083	277	126

See footnotes at end of table.

Table 4. **Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.**

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D.]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partnerships (number)					
	MILWAUKEE SMSA									
	Retail trade ²	10 581	6 483 257	4 905	635	7 611	6 367 790	783 052	186 219	98 165
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	351	222 345	30 890	7 142	2 968
521, 3	Building materials and supply stores	††	††	††	††	162	113 692	14 461	3 223	1 084
521	Lumber and other building materials dealers	††	††	††	††	110	94 982	11 648	2 561	843
523	Paint, glass, and wallpaper stores	††	††	††	††	52	18 710	2 813	662	241
525	Hardware stores	††	††	††	††	125	73 072	11 788	2 927	1 320
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	55	33 628	4 298	916	546
527	Mobile home dealers	††	††	††	††	9	1 953	343	76	18
53	General merchandise group stores	††	††	††	††	127	830 140	93 686	22 010	13 601
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	61	809 747	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	61	759 495	85 644	20 108	12 296
531 pt.	Conventional ³	††	††	††	††	18	(D)	(D)	(D)	(D)
531 pt.	Discount or mass merchandising ³	††	††	††	††	33	304 095	28 569	6 302	4 623
531 pt.	National chain ³	††	††	††	††	10	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	38	28 866	4 846	1 137	887
539	Miscellaneous general merchandise stores	††	††	††	††	28	41 779	3 196	765	418
54	Food stores	††	††	††	††	735	1 445 513	141 735	34 083	13 194
541	Grocery stores	††	††	††	††	462	1 352 571	126 338	30 528	10 771
542	Meat and fish (seafood) markets	††	††	††	††	60	32 177	3 798	901	435
546	Retail bakeries	††	††	††	††	109	31 243	7 268	1 649	1 353
5462	Retail bakeries—baking and selling	††	††	††	††	68	15 729	4 489	1 018	867
5463	Retail bakeries—selling only	††	††	††	††	41	15 514	2 779	631	486
543, 4, 5, 9	Other food stores	††	††	††	††	104	29 522	4 331	1 005	635
543	Fruit stores and vegetable markets	††	††	††	††	9	(D)	(D)	(D)	(D)
544	Candy, nut, and confectionery stores	††	††	††	††	47	5 822	899	206	179
545	Dairy products stores	††	††	††	††	16	2 808	442	88	83
549	Miscellaneous food stores	††	††	††	††	32	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	360	1 097 047	98 293	23 522	5 753
551	Motor vehicle dealers—new and used cars	††	††	††	††	128	942 352	79 400	19 283	4 272
552	Motor vehicle dealers—used cars only	††	††	††	††	57	30 155	2 436	535	210
553	Auto and home supply stores	††	††	††	††	117	83 954	11 942	2 738	863
553 pt.	Tire, battery, and accessory dealers	††	††	††	††	115	(D)	(D)	(D)	(D)
553 pt.	Other auto and home supply stores	††	††	††	††	2	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	58	40 586	4 515	966	408
555	Boat dealers	††	††	††	††	20	13 103	1 589	349	124
556	Recreational and utility trailer dealers	††	††	††	††	8	(D)	(D)	(D)	(D)
557	Motorcycle dealers	††	††	††	††	29	22 195	2 413	516	245
559	Automotive dealers, n.e.c.	††	††	††	††	1	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	664	620 043	30 888	7 493	3 847
56	Apparel and accessory stores	††	††	††	††	631	282 149	38 101	9 141	5 224
561	Men's and boys' clothing and furnishings stores	††	††	††	††	79	44 032	7 263	1 802	685
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	229	110 388	14 499	3 432	2 273
562	Women's ready-to-wear stores	††	††	††	††	194	101 784	12 934	3 071	2 071
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	35	8 604	1 565	361	202
565	Family clothing stores	††	††	††	††	73	55 269	6 077	1 514	855
566	Shoe stores	††	††	††	††	197	63 377	8 776	2 067	1 157
566 pt.	Men's shoe stores	††	††	††	††	32	6 358	947	239	102
566 pt.	Women's shoe stores	††	††	††	††	46	13 135	2 136	491	286
566 pt.	Children's and juveniles' shoe stores	††	††	††	††	8	1 293	234	49	47
566 pt.	Family shoe stores	††	††	††	††	111	42 591	5 459	1 288	722
564, 9	Other apparel and accessory stores	††	††	††	††	53	9 083	1 486	326	254
564	Children's and infants' wear stores	††	††	††	††	14	4 524	664	155	134
569	Miscellaneous apparel and accessory stores	††	††	††	††	39	4 559	822	171	120
57	Furniture, home furnishings, and equipment stores	††	††	††	††	567	281 713	43 235	10 356	3 841
5712	Furniture stores	††	††	††	††	139	95 621	15 409	3 673	1 372
5713, 4, 9	Home furnishing stores	††	††	††	††	146	54 703	9 116	2 237	854
5713	Floor covering stores	††	††	††	††	67	33 200	5 143	1 245	407
5714	Drapery, curtain, and upholstery stores	††	††	††	††	20	4 025	966	256	79
5719	Miscellaneous home furnishing stores	††	††	††	††	59	17 478	3 007	736	368
572	Household appliance stores	††	††	††	††	69	43 846	5 695	1 354	476
573	Radio, television, and music stores	††	††	††	††	213	87 543	13 015	3 092	1 139
5732	Radio and television stores	††	††	††	††	136	57 394	8 239	1 850	638
5733	Music stores	††	††	††	††	77	30 149	4 776	1 242	501
5733 pt.	Record shops	††	††	††	††	35	18 093	2 306	563	267
5733 pt.	Musical instrument stores	††	††	††	††	42	12 056	2 470	679	234

See footnotes at end of table.

Table 4. **Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.**

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D.]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partners- hips (number)					
	MILWAUKEE SMSA—Con.									
58	Eating and drinking places	††	††	††	††	2 394	687 846	179 656	41 003	35 252
5812	Eating places	††	††	††	††	1 526	581 116	157 620	35 591	30 818
5812 pt.	Restaurants and lunchrooms	802	333 480	98 503	22 699	19 199
5812 pt.	Cafeterias	13	5 067	1 309	215	164
5812 pt.	Refreshment places	574	200 529	45 694	10 238	9 642
5812 pt.	Other eating places	137	42 040	12 114	2 439	1 813
5813	Drinking places (alcoholic beverages)	††	††	††	††	868	106 730	22 036	5 412	4 434
591	Drug and proprietary stores	††	††	††	††	289	198 528	29 262	6 909	3 628
591 pt.	Drug stores	260	179 045	26 637	6 363	3 160
591 pt.	Proprietary stores	29	19 483	2 625	546	468
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	1 493	702 466	97 306	24 560	10 857
592	Liquor stores	††	††	††	††	246	138 785	9 345	2 090	1 290
593	Used merchandise stores	††	††	††	††	89	19 960	4 351	1 048	537
594	Miscellaneous shopping goods stores	††	††	††	††	625	204 964	30 153	6 894	3 945
5941	Sporting goods stores and bicycle shops	††	††	††	††	143	55 502	7 741	1 731	812
5941 pt.	General line sporting goods stores	61	28 891	3 425	751	418
5941 pt.	Specialty line sporting goods stores	82	26 611	4 316	980	394
5942	Book stores	††	††	††	††	51	15 325	1 910	466	307
5943	Stationery stores	††	††	††	††	16	3 516	610	152	83
5944	Jewelry stores	††	††	††	††	144	57 510	9 939	2 260	904
5945	Hobby, toy, and game shops	††	††	††	††	42	20 917	2 103	517	397
5946	Camera and photographic supply stores	††	††	††	††	29	10 447	1 444	300	158
5947	Gift, novelty, and souvenir shops	††	††	††	††	136	22 095	3 301	738	659
5948	Luggage and leather goods stores	††	††	††	††	10	1 704	326	74	50
5949	Sewing, needlework, and piece goods stores	††	††	††	††	54	17 948	2 779	656	575
596	Nonstore retailers ²	††	††	††	††	148	167 635	32 202	9 410	3 101
5961	Mail order houses	††	††	††	††	33	90 728	15 841	5 355	1 575
5962	Automatic merchandising machine operators	††	††	††	††	55	52 646	11 524	2 869	972
5963	Direct selling establishments ²	††	††	††	††	60	24 261	4 837	1 186	554
598	Fuel and ice dealers	††	††	††	††	38	101 035	7 067	1 892	391
5983	Fuel oil dealers	††	††	††	††	33	95 656	6 471	1 739	358
5984	Liquefied petroleum gas (bottled gas) dealers	††	††	††	††	5	5 379	596	153	33
5982	Fuel and ice dealers, n.e.c.	††	††	††	††	-	-	-	-	-
5992	Florists	††	††	††	††	111	17 643	3 787	871	590
5993	Cigar stores and stands	††	††	††	††	12	2 688	218	63	48
5994	News dealers and newsstands	††	††	††	††	5	881	90	23	13
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	219	48 875	10 093	2 269	942
5999 pt.	Optical goods stores	65	12 911	3 102	739	246
5999 pt.	Pet shops	33	4 490	753	181	131
5999 pt.	Typewriter stores	6	884	161	42	16
5999 pt.	Other miscellaneous retail stores, n.e.c.	115	30 590	6 077	1 307	549
	MINNEAPOLIS-ST. PAUL, MINN.-WIS., SMSA									
	Retail trade ²	17 023	11 373 407	7 724	803	11 354	11 199 271	1 375 723	322 900	172 280
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	596	558 399	72 142	16 221	5 600
521, 3	Building materials and supply stores	††	††	††	††	236	384 402	46 261	10 547	2 801
521	Lumber and other building materials dealers	††	††	††	††	167	355 570	40 862	9 310	2 328
523	Paint, glass, and wallpaper stores	††	††	††	††	69	28 832	5 399	1 237	473
525	Hardware stores	††	††	††	††	252	123 519	17 965	4 141	2 185
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	76	34 450	5 970	1 149	499
527	Mobile home dealers	††	††	††	††	32	16 028	1 946	384	115
53	General merchandise group stores	††	††	††	††	189	1 620 307	181 778	41 952	24 838
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	80	1 585 883	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	80	1 469 665	162 738	37 559	21 873
531 pt.	Conventional ³	††	††	††	††	21	411 312	49 973	11 512	7 038
531 pt.	Discount or mass merchandising ³	††	††	††	††	38	(D)	(D)	(D)	(D)
531 pt.	National chain ³	††	††	††	††	21	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	35	34 559	5 925	1 374	1 004
539	Miscellaneous general merchandise stores	††	††	††	††	74	116 083	13 065	3 019	1 961
54	Food stores	††	††	††	††	1 307	2 104 551	233 298	54 615	23 693
541	Grocery stores	††	††	††	††	853	1 986 349	207 082	48 688	19 977
542	Meat and fish (seafood) markets	††	††	††	††	71	34 368	4 815	1 085	389
546	Retail bakeries	††	††	††	††	192	44 169	14 681	3 362	2 197
5462	Retail bakeries—baking and selling	157	38 012	13 701	3 128	1 982
5463	Retail bakeries—selling only	35	6 157	980	234	215
543, 4, 5, 9	Other food stores	††	††	††	††	191	39 665	6 720	1 480	1 130
543	Fruit stores and vegetable markets	††	††	††	††	16	11 925	2 345	394	180
544	Candy, nut, and confectionery stores	††	††	††	††	90	9 631	1 932	460	477
545	Dairy products stores	††	††	††	††	29	5 600	821	258	218
549	Miscellaneous food stores	††	††	††	††	56	12 509	1 622	368	255

See footnotes at end of table.

Table 4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	MINNEAPOLIS-ST. PAUL, MINN.-WIS., SMSA—Con.									
55 ex. 554	Automotive dealers	††	††	††	††	603	2 110 483	179 871	42 093	10 135
551	Motor vehicle dealers—new and used cars	††	††	††	††	177	1 791 275	140 155	33 336	7 119
552	Motor vehicle dealers—used cars only	††	††	††	††	49	33 095	2 128	493	147
553	Auto and home supply stores	††	††	††	††	261	156 468	25 349	5 639	1 911
553 pt.	Tire, battery, and accessory dealers	††	††	††	††	257	154 987	25 082	5 590	1 890
553 pt.	Other auto and home supply stores	††	††	††	††	4	1 481	267	49	21
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	116	129 645	12 239	2 625	958
555	Boat dealers	††	††	††	††	48	60 352	5 325	1 139	392
556	Recreational and utility trailer dealers	††	††	††	††	19	21 917	2 198	418	161
557	Motorcycle dealers	††	††	††	††	43	45 500	4 514	1 024	397
559	Automotive dealers, n.e.c.	††	††	††	††	6	1 876	202	44	18
554	Gasoline service stations	††	††	††	††	1 017	1 164 249	60 086	14 702	7 231
56	Apparel and accessory stores	††	††	††	††	1 176	543 133	69 676	16 097	9 686
561	Men's and boys' clothing and furnishings stores	††	††	††	††	147	98 013	14 393	3 456	1 494
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	491	208 287	25 043	5 896	4 132
562	Women's ready-to-wear stores	††	††	††	††	431	193 433	22 444	5 276	3 744
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	60	14 854	2 599	620	388
565	Family clothing stores	††	††	††	††	130	105 239	12 090	2 679	1 586
566	Shoe stores	††	††	††	††	313	105 833	14 341	3 223	1 775
566 pt.	Men's shoe stores	††	††	††	††	45	9 624	1 398	328	136
566 pt.	Women's shoe stores	††	††	††	††	86	27 333	4 680	1 125	537
566 pt.	Children's and juveniles' shoe stores	††	††	††	††	8	1 329	286	59	42
566 pt.	Family shoe stores	††	††	††	††	174	67 547	7 977	1 711	1 060
564, 9	Other apparel and accessory stores	††	††	††	††	95	25 761	3 809	843	699
564	Children's and infants' wear stores	††	††	††	††	44	15 456	1 981	431	390
569	Miscellaneous apparel and accessory stores	††	††	††	††	51	10 305	1 828	412	309
57	Furniture, home furnishings, and equipment stores	††	††	††	††	904	472 746	70 665	17 118	6 165
5712	Furniture stores	††	††	††	††	242	170 311	26 548	6 677	2 371
5713, 4, 9	Home furnishing stores	††	††	††	††	270	82 451	14 350	3 448	1 335
5713	Floor covering stores	††	††	††	††	114	48 279	8 201	1 962	538
5714	Drapery, curtain, and upholstery stores	††	††	††	††	36	7 605	1 360	297	155
5719	Miscellaneous home furnishing stores	††	††	††	††	120	26 567	4 789	1 189	642
572	Household appliance stores	††	††	††	††	81	35 993	4 427	1 118	480
573	Radio, television, and music stores	††	††	††	††	311	183 991	25 340	5 875	1 979
5732	Radio and television stores	††	††	††	††	213	135 230	16 818	3 853	1 166
5733	Music stores	††	††	††	††	98	48 761	8 522	2 022	813
5733 pt.	Record shops	††	††	††	††	54	19 940	2 328	596	333
5733 pt.	Musical instrument stores	††	††	††	††	44	28 821	6 194	1 426	480
58	Eating and drinking places	††	††	††	††	2 722	1 088 102	302 849	70 527	60 364
5812	Eating places	††	††	††	††	2 246	975 232	275 619	64 005	55 734
5812 pt.	Restaurants and lunchrooms	††	††	††	††	1 062	572 412	173 599	40 661	34 455
5812 pt.	Cafeterias	††	††	††	††	39	11 291	3 372	780	684
5812 pt.	Refreshment places	††	††	††	††	916	313 354	74 474	16 562	16 483
5812 pt.	Other eating places	††	††	††	††	229	78 175	24 174	6 002	4 112
5813	Drinking places (alcoholic beverages)	††	††	††	††	476	112 870	27 230	6 522	4 630
591	Drug and proprietary stores	††	††	††	††	355	294 325	43 505	10 415	5 511
591 pt.	Drug stores	††	††	††	††	343	292 421	43 199	10 341	5 465
591 pt.	Proprietary stores	††	††	††	††	12	1 904	306	74	46
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	2 485	1 242 976	161 853	39 160	19 057
592	Liquor stores	††	††	††	††	357	259 875	21 862	5 332	3 071
593	Used merchandise stores	††	††	††	††	144	27 008	5 513	1 259	645
594	Miscellaneous shopping goods stores	††	††	††	††	1 070	390 500	54 806	13 266	7 859
5941	Sporting goods stores and bicycle shops	††	††	††	††	235	109 775	14 331	3 297	1 780
5941 pt.	General line sporting goods stores	††	††	††	††	92	44 063	5 294	1 250	644
5941 pt.	Specialty line sporting goods stores	††	††	††	††	143	65 712	9 037	2 047	1 136
5942	Book stores	††	††	††	††	90	35 613	3 991	941	702
5943	Stationery stores	††	††	††	††	47	21 727	3 158	793	397
5944	Jewelry stores	††	††	††	††	182	67 078	12 109	3 047	1 202
5945	Hobby, toy, and game shops	††	††	††	††	86	32 904	3 530	789	528
5946	Camera and photographic supply stores	††	††	††	††	36	20 108	2 439	708	282
5947	Gift, novelty, and souvenir shops	††	††	††	††	275	54 258	7 849	1 832	1 505
5948	Luggage and leather goods stores	††	††	††	††	20	10 705	2 151	645	233
5949	Sewing, needlework, and piece goods stores	††	††	††	††	99	38 332	5 248	1 214	1 230
596	Nonstore retailers ²	††	††	††	††	246	369 657	47 634	11 624	4 128
5961	Mail order houses	††	††	††	††	74	245 887	21 696	5 278	1 655
5962	Automatic merchandising machine operators	††	††	††	††	65	82 786	16 364	4 182	1 412
5963	Direct selling establishments ²	††	††	††	††	107	40 984	9 574	2 164	1 061
598	Fuel and ice dealers	††	††	††	††	49	71 827	5 979	1 481	337
5983	Fuel oil dealers	††	††	††	††	23	40 792	2 372	650	155
5984	Liquefied petroleum gas (bottled gas) dealers	††	††	††	††	25	(D)	(D)	(D)	(D)
5982	Fuel and ice dealers, n.e.c.	††	††	††	††	1	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	196	36 785	7 839	1 759	1 169
5993	Cigar stores and stands	††	††	††	††	36	6 339	946	217	136

See footnotes at end of table.

Table 4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprietorships (number)	Partnerships (number)					
	MINNEAPOLIS-ST. PAUL, MINN.-WIS., SMSA—Con.									
59 ex. 591	Miscellaneous retail stores ² —Con.									
5994	News dealers and newsstands	††	††	††	††	9	1 462	268	66	33
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	378	79 523	17 006	4 156	1 679
5999 pt.	Optical goods stores	††	††	††	††	155	28 691	6 471	1 597	517
5999 pt.	Pet shops	††	††	††	††	52	7 382	1 371	346	292
5999 pt.	Typewriter stores	††	††	††	††	10	3 520	800	214	53
5999 pt.	Other miscellaneous retail stores, n.e.c.	††	††	††	††	161	39 930	8 364	1 999	817
	RACINE SMSA									
	Retail trade²	1 417	736 356	713	117	1 039	721 048	86 421	20 254	11 496
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	44	34 061	5 036	1 084	482
521, 3	Building materials and supply stores	††	††	††	††	21	15 659	2 106	455	151
525	Hardware stores	††	††	††	††	16	13 217	2 022	422	221
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	6	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	23	91 415	11 098	2 579	1 602
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	10	87 107	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	10	82 763	9 935	2 313	1 458
533	Variety stores	††	††	††	††	5	2 631	416	90	65
539	Miscellaneous general merchandise stores	††	††	††	††	8	6 021	747	176	79
54	Food stores	††	††	††	††	121	176 159	19 472	4 646	1 793
541	Grocery stores	††	††	††	††	80	162 566	16 574	3 975	1 404
542	Meat and fish (seafood) markets	††	††	††	††	9	5 428	1 060	258	100
546	Retail bakeries	††	††	††	††	13	4 975	1 447	331	207
543, 4, 5, 9	Other food stores	††	††	††	††	19	3 190	391	82	82
55 ex. 554	Automotive dealers	††	††	††	††	74	124 667	10 167	2 330	690
551	Motor vehicle dealers—new and used cars	††	††	††	††	21	94 407	7 011	1 615	409
552	Motor vehicle dealers—used cars only	††	††	††	††	15	10 405	560	111	47
553	Auto and home supply stores	††	††	††	††	25	13 765	1 920	444	144
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	13	6 090	676	160	90
554	Gasoline service stations	††	††	††	††	83	74 106	3 153	786	448
56	Apparel and accessory stores	††	††	††	††	90	31 687	4 233	954	647
561	Men's and boys' clothing and furnishings stores	††	††	††	††	11	3 579	715	145	60
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	34	12 505	1 564	394	326
562	Women's ready-to-wear stores	††	††	††	††	30	12 182	1 497	377	312
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	4	323	67	17	14
565	Family clothing stores	††	††	††	††	8	3 790	337	73	72
566	Shoe stores	††	††	††	††	29	11 016	1 478	307	161
564, 9	Other apparel and accessory stores	††	††	††	††	8	797	139	35	28
57	Furniture, home furnishings, and equipment stores	††	††	††	††	77	29 926	4 814	1 182	496
5712	Furniture stores	††	††	††	††	16	11 827	2 273	565	220
5713, 4, 9	Home furnishing stores	††	††	††	††	24	6 323	902	203	113
572	Household appliance stores	††	††	††	††	6	3 454	564	148	52
573	Radio, television, and music stores	††	††	††	††	31	8 322	1 075	266	111
58	Eating and drinking places	††	††	††	††	309	72 004	17 779	4 151	3 998
5812	Eating places	††	††	††	††	192	60 602	15 941	3 707	3 518
5813	Drinking places (alcoholic beverages)	††	††	††	††	117	11 402	1 838	444	480
591	Drug and proprietary stores	††	††	††	††	32	21 901	3 278	782	371
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	186	65 122	7 391	1 760	969
592	Liquor stores	††	††	††	††	28	13 446	984	222	153
593	Used merchandise stores	††	††	††	††	10	1 654	431	113	70
594	Miscellaneous shopping goods stores	††	††	††	††	80	16 600	2 493	567	409
5941	Sporting goods stores and bicycle shops	††	††	††	††	15	3 292	416	85	50
5944	Jewelry stores	††	††	††	††	18	4 066	733	152	71
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	47	9 242	1 344	330	288
596	Nonstore retailers ²	††	††	††	††	19	6 020	1 234	310	115
598	Fuel and ice dealers	††	††	††	††	8	21 581	1 041	277	65
5992	Florists	††	††	††	††	13	1 976	404	92	74
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	27	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 4. **Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.**

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	SHEBOYGAN SMSA									
	Retail trade ² -----	812	385 038	456	54	546	375 351	47 452	11 098	6 486
52	Building materials, hardware, garden supply, and mobile home dealers-----	††	††	††	††	33	24 521	3 568	867	291
521, 3	Building materials and supply stores-----	††	††	††	††	16	16 009	2 135	490	153
525	Hardware stores-----	††	††	††	††	10	6 891	1 230	341	119
526	Retail nurseries, lawn and garden supply stores-----	††	††	††	††	5	(D)	(D)	(D)	(D)
527	Mobile home dealers-----	††	††	††	††	2	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	††	††	††	††	14	61 322	8 265	1 976	1 237
531	Department stores (incl. leased depts.) ^{3 4} -----	††	††	††	††	5	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³ -----	††	††	††	††	5	47 079	6 807	1 664	1 035
533	Variety stores-----	††	††	††	††	5	4 369	613	159	113
539	Miscellaneous general merchandise stores-----	††	††	††	††	4	9 874	845	153	89
54	Food stores-----	††	††	††	††	58	92 151	9 463	2 287	979
541	Grocery stores-----	††	††	††	††	35	84 547	8 284	1 970	814
542	Meat and fish (seafood) markets-----	††	††	††	††	6	4 403	587	182	59
546	Retail bakeries-----	††	††	††	††	7	1 130	377	85	70
543, 4, 5, 9	Other food stores-----	††	††	††	††	10	2 071	215	50	36
55 ex. 554	Automotive dealers-----	††	††	††	††	37	63 132	6 242	1 409	431
551	Motor vehicle dealers—new and used cars-----	††	††	††	††	20	52 697	4 862	1 068	317
552	Motor vehicle dealers—used cars only-----	††	††	††	††	3	(D)	(D)	(D)	(D)
553	Auto and home supply stores-----	††	††	††	††	7	4 000	627	146	38
555, 6, 7, 9	Miscellaneous automotive dealers-----	††	††	††	††	7	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	††	††	††	††	49	35 321	2 071	487	271
56	Apparel and accessory stores-----	††	††	††	††	38	10 532	1 609	386	252
561	Men's and boys' clothing and furnishings stores-----	††	††	††	††	7	2 370	570	140	75
562, 3, 8	Women's clothing and specialty stores and furriers-----	††	††	††	††	13	4 456	561	137	98
562	Women's ready-to-wear stores-----	††	††	††	††	13	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers-----	††	††	††	††	-	(D)	(D)	(D)	(D)
565	Family clothing stores-----	††	††	††	††	2	(D)	(D)	(D)	(D)
566	Shoe stores-----	††	††	††	††	15	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	††	††	††	††	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	††	††	††	††	34	11 615	1 726	403	167
5712	Furniture stores-----	††	††	††	††	11	5 589	841	221	81
5713, 4, 9	Home furnishing stores-----	††	††	††	††	7	(D)	(D)	(D)	(D)
572	Household appliance stores-----	††	††	††	††	2	(D)	(D)	(D)	(D)
573	Radio, television, and music stores-----	††	††	††	††	14	4 188	590	112	55
58	Eating and drinking places-----	††	††	††	††	185	37 288	9 127	2 028	2 187
5812	Eating places-----	††	††	††	††	107	30 178	7 975	1 741	1 874
5813	Drinking places (alcoholic beverages)-----	††	††	††	††	78	7 110	1 152	287	313
591	Drug and proprietary stores-----	††	††	††	††	16	11 878	1 816	421	250
59 ex. 591	Miscellaneous retail stores ² -----	††	††	††	††	82	27 591	3 565	834	421
592	Liquor stores-----	††	††	††	††	9	8 920	447	97	71
593	Used merchandise stores-----	††	††	††	††	6	985	257	66	33
594	Miscellaneous shopping goods stores-----	††	††	††	††	37	(D)	(D)	(D)	(D)
5941	Sporting goods stores and bicycle shops-----	††	††	††	††	11	1 356	195	47	23
5944	Jewelry stores-----	††	††	††	††	10	2 939	572	157	43
Other 594	Other miscellaneous shopping goods stores-----	††	††	††	††	16	(D)	(D)	(D)	(D)
596	Nonstore retailers ² -----	††	††	††	††	6	3 976	754	179	65
598	Fuel and ice dealers-----	††	††	††	††	3	(D)	(D)	(D)	(D)
5992	Florists-----	††	††	††	††	8	1 742	447	80	58
5993	Organ stores and stands-----	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands-----	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.-----	††	††	††	††	12	1 492	203	46	31
	WAUSAU SMSA									
	Retail trade ² -----	916	453 278	491	48	627	442 345	51 463	11 560	6 547
52	Building materials, hardware, garden supply, and mobile home dealers-----	††	††	††	††	45	32 432	5 361	1 282	396
521, 3	Building materials and supply stores-----	††	††	††	††	27	22 755	3 845	844	255
525	Hardware stores-----	††	††	††	††	11	8 513	1 361	411	126
526	Retail nurseries, lawn and garden supply stores-----	††	††	††	††	4	(D)	(D)	(D)	(D)
527	Mobile home dealers-----	††	††	††	††	3	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	††	††	††	††	15	64 899	7 271	1 639	1 019
531	Department stores (incl. leased depts.) ^{3 4} -----	††	††	††	††	6	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³ -----	††	††	††	††	6	50 744	5 882	1 328	847
533	Variety stores-----	††	††	††	††	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	††	††	††	††	6	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 4. Summary Statistics for Standard Metropolitan Statistical Areas: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partnerships (number)					
	WAUSAU SMSA—Con.									
54	Food stores	††	††	††	††	59	96 879	9 383	1 927	1 102
541	Grocery stores	††	††	††	††	39	93 558	8 562	1 749	964
542	Meat and fish (seafood) markets	††	††	††	††	3	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	8	1 403	580	122	102
543, 4, 5, 9	Other food stores	††	††	††	††	9	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	50	80 692	6 601	1 445	452
551	Motor vehicle dealers—new and used cars	††	††	††	††	24	65 289	4 756	1 070	304
552	Motor vehicle dealers—used cars only	††	††	††	††	4	(D)	(D)	(D)	(D)
553	Auto and home supply stores	††	††	††	††	16	6 572	1 021	207	79
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	6	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	60	46 530	2 244	523	300
56	Apparel and accessory stores	††	††	††	††	57	20 935	2 529	632	394
561	Men's and boys' clothing and furnishings stores	††	††	††	††	4	1 724	309	88	27
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	23	7 381	800	189	154
562	Women's ready-to-wear stores	††	††	††	††	20	7 032	742	178	147
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	3	349	58	11	7
565	Family clothing stores	††	††	††	††	7	6 782	793	182	117
566	Shoe stores	††	††	††	††	21	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	††	††	††	††	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	39	17 741	2 747	646	239
5712	Furniture stores	††	††	††	††	12	10 013	1 791	419	146
5713, 4, 9	Home furnishing stores	††	††	††	††	7	(D)	(D)	(D)	(D)
572	Household appliance stores	††	††	††	††	3	(D)	(D)	(D)	(D)
573	Radio, television, and music stores	††	††	††	††	17	6 247	736	158	68
58	Eating and drinking places	††	††	††	††	181	35 248	9 126	2 060	1 945
5812	Eating places	††	††	††	††	108	29 639	8 149	1 827	1 673
5813	Drinking places (alcoholic beverages)	††	††	††	††	73	5 609	977	233	272
591	Drug and proprietary stores	††	††	††	††	17	6 651	908	215	115
59 ex. 591	Miscellaneous retail stores²	††	††	††	††	104	40 338	5 293	1 191	585
592	Liquor stores	††	††	††	††	6	2 217	128	23	18
593	Used merchandise stores	††	††	††	††	5	1 176	287	63	24
594	Miscellaneous shopping goods stores	††	††	††	††	40	13 751	1 848	399	207
5941	Sporting goods stores and bicycle shops	††	††	††	††	13	(D)	(D)	(D)	(D)
5944	Jewelry stores	††	††	††	††	4	(D)	(D)	(D)	(D)
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	23	4 705	632	155	96
596	Nonstore retailers ²	††	††	††	††	25	8 621	1 800	433	220
598	Fuel and ice dealers	††	††	††	††	5	11 701	808	200	48
5992	Florists	††	††	††	††	9	1 026	180	35	38
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	14	1 846	242	38	30

¹Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

²Excludes nonemployer direct sellers, SIC 5963.

³Includes sales from catalog order desks.

⁴Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 5. Summary Statistics for the Area Outside Standard Metropolitan Statistical Areas: 1982

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprietorships (number)	Partnerships (number)					
	Retail trade²	17 063	5 975 490	10 635	1 194	11 292	5 716 482	642 008	143 379	89 300
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	881	407 131	53 919	11 817	4 825
521, 3	Building materials and supply stores	††	††	††	††	415	253 755	33 578	7 231	2 542
521	Lumber and other building materials dealers	††	††	††	††	365	(D)	(D)	(D)	(D)
523	Paint, glass, and wallpaper stores	††	††	††	††	50	(D)	(D)	(D)	(D)
525	Hardware stores	††	††	††	††	366	117 330	16 403	3 777	1 939
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	48	8 583	1 218	226	150
527	Mobile home dealers	††	††	††	††	52	27 463	2 720	583	194
53	General merchandise group stores	††	††	††	††	351	463 249	52 651	12 147	7 496
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	50	285 361	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	50	(D)	(D)	(D)	(D)
531 pt.	Conventional ³	††	††	††	††	14	49 037	6 883	1 768	1 150
531 pt.	Discount or mass merchandising ³	††	††	††	††	31	191 056	20 209	4 507	2 900
531 pt.	National chain ³	††	††	††	††	5	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	148	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	153	142 794	12 987	2 912	1 627
54	Food stores	††	††	††	††	1 244	1 404 627	126 724	29 428	15 757
541	Grocery stores	††	††	††	††	891	1 332 479	114 672	26 825	13 897
542	Meat and fish (seafood) markets	††	††	††	††	81	31 373	4 219	992	503
546	Retail bakeries	††	††	††	††	139	(D)	(D)	(D)	(D)
5462	Retail bakeries—baking and selling	††	††	††	††	129	(D)	(D)	(D)	(D)
5463	Retail bakeries—selling only	10	1 256	293	63	44
543, 4, 5, 9	Other food stores	††	††	††	††	133	(D)	(D)	(D)	(D)
543	Fruit stores and vegetable markets	††	††	††	††	5	(D)	(D)	(D)	(D)
544	Candy, nut, and confectionery stores	††	††	††	††	28	2 282	433	86	71
545	Dairy products stores	††	††	††	††	70	18 125	2 288	483	322
549	Miscellaneous food stores	††	††	††	††	30	3 139	388	92	75
55 ex. 554	Automotive dealers	††	††	††	††	809	965 664	82 280	19 255	6 210
551	Motor vehicle dealers—new and used cars	††	††	††	††	434	798 856	64 070	15 381	4 616
552	Motor vehicle dealers—used cars only	††	††	††	††	77	28 728	2 408	532	241
553	Auto and home supply stores	††	††	††	††	163	82 826	10 429	2 259	863
553 pt.	Tire, battery, and accessory dealers	152	62 970	9 196	1 983	766
553 pt.	Other auto and home supply stores	11	19 856	1 233	276	97
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	135	55 254	5 373	1 083	490
555	Boat dealers	††	††	††	††	67	31 536	3 319	645	279
556	Recreational and utility trailer dealers	††	††	††	††	18	6 136	437	78	39
557	Motorcycle dealers	††	††	††	††	44	16 042	1 448	311	160
559	Automotive dealers, n.e.c.	††	††	††	††	6	1 540	169	49	12
554	Gasoline service stations	††	††	††	††	1 077	660 946	32 840	7 601	4 626
56	Apparel and accessory stores	††	††	††	††	762	200 239	26 109	6 113	4 269
561	Men's and boys' clothing and furnishings stores	††	††	††	††	94	19 983	3 080	750	392
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	274	60 695	7 553	1 743	1 494
562	Women's ready-to-wear stores	††	††	††	††	248	56 498	6 944	1 599	1 414
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	26	4 197	609	144	80
565	Family clothing stores	††	††	††	††	152	79 862	10 314	2 396	1 534
566	Shoe stores	††	††	††	††	196	(D)	(D)	(D)	(D)
566 pt.	Men's shoe stores	4	418	72	18	12
566 pt.	Women's shoe stores	16	1 873	316	62	52
566 pt.	Children's and juveniles' shoe stores	3	318	43	9	9
566 pt.	Family shoe stores	173	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	††	††	††	††	46	(D)	(D)	(D)	(D)
564	Children's and infants' wear stores	††	††	††	††	25	1 896	190	46	62
569	Miscellaneous apparel and accessory stores	††	††	††	††	21	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	553	150 190	22 664	5 430	2 358
5712	Furniture stores	††	††	††	††	181	63 362	9 553	2 233	918
5713, 4, 9	Home furnishing stores	††	††	††	††	113	20 164	3 013	697	390
5713	Floor covering stores	††	††	††	††	75	(D)	(D)	(D)	(D)
5714	Draperies, curtain, and upholstery stores	††	††	††	††	17	1 501	342	74	71
5719	Miscellaneous home furnishing stores	††	††	††	††	21	(D)	(D)	(D)	(D)
572	Household appliance stores	††	††	††	††	106	(D)	(D)	(D)	(D)
573	Radio, television, and music stores	††	††	††	††	153	(D)	(D)	(D)	(D)
5732	Radio and television stores	††	††	††	††	120	(D)	(D)	(D)	(D)
5733	Music stores	††	††	††	††	33	(D)	(D)	(D)	(D)
5733 pt.	Record shops	12	(D)	(D)	(D)	(D)
5733 pt.	Musical instrument stores	21	4 306	715	206	112

See footnotes at end of table.

Table 5. Summary Statistics for the Area Outside Standard Metropolitan Statistical Areas: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For definitions of SMSA's, see appendix D]

SIC code	Kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprietorships (number)	Partnerships (number)					
58	Eating and drinking places -----	††	††	††	††	3 670	624 051	148 998	30 597	33 534
5812	Eating places -----	††	††	††	††	2 190	493 360	127 743	25 776	28 212
5812 pt.	Restaurants and lunchrooms -----	††	††	††	††	1 444	329 803	89 389	17 766	19 234
5812 pt.	Cafeterias -----	††	††	††	††	21	2 684	673	157	175
5812 pt.	Refreshment places -----	††	††	††	††	620	(D)	(D)	(D)	(D)
5812 pt.	Other eating places -----	††	††	††	††	105	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	††	††	††	††	1 480	130 691	21 255	4 821	5 322
591	Drug and proprietary stores -----	††	††	††	††	339	153 488	23 628	5 464	2 806
591 pt.	Drug stores -----	††	††	††	††	326	(D)	(D)	(D)	(D)
591 pt.	Proprietary stores -----	††	††	††	††	13	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores ² -----	††	††	††	††	1 806	686 897	72 195	15 527	7 419
592	Liquor stores -----	††	††	††	††	218	67 608	4 766	1 154	839
593	Used merchandise stores -----	††	††	††	††	79	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	††	††	††	††	670	(D)	(D)	(D)	(D)
5941	Sporting goods stores and bicycle shops -----	††	††	††	††	159	36 239	3 816	794	486
5941 pt.	General line sporting goods stores -----	††	††	††	††	87	23 008	2 400	504	283
5941 pt.	Specialty line sporting goods stores -----	††	††	††	††	72	13 231	1 416	290	183
5942	Book stores -----	††	††	††	††	37	4 817	587	147	127
5943	Stationery stores -----	††	††	††	††	19	3 476	562	131	74
5944	Jewelry stores -----	††	††	††	††	123	21 374	3 874	889	465
5945	Hobby, toy, and game shops -----	††	††	††	††	36	2 341	338	74	77
5946	Camera and photographic supply stores -----	††	††	††	††	20	3 548	452	107	62
5947	Gift, novelty, and souvenir shops -----	††	††	††	††	204	24 995	3 978	707	644
5948	Luggage and leather goods stores -----	††	††	††	††	3	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores -----	††	††	††	††	69	8 592	1 311	303	302
596	Nonstore retailers ² -----	††	††	††	††	199	303 963	29 876	5 944	2 213
5961	Mail order houses -----	††	††	††	††	124	274 267	24 930	4 823	1 762
5962	Automatic merchandising machine operators -----	††	††	††	††	24	12 585	2 233	581	209
5963	Direct selling establishments ² -----	††	††	††	††	51	17 111	2 713	540	242
598	Fuel and ice dealers -----	††	††	††	††	177	170 056	14 295	3 461	1 046
5983	Fuel oil dealers -----	††	††	††	††	66	73 740	4 057	1 019	355
5984	Liquefied petroleum gas (bottled gas) dealers -----	††	††	††	††	106	95 581	10 148	2 419	676
5982	Fuel and ice dealers, n.e.c. -----	††	††	††	††	5	735	90	23	15
5992	Florists -----	††	††	††	††	135	(D)	(D)	(D)	(D)
5993	Cigar stores and stands -----	††	††	††	††	5	788	61	7	5
5994	News dealers and newsstands -----	††	††	††	††	5	792	88	17	13
5999	Miscellaneous retail stores, n.e.c. -----	††	††	††	††	118	13 645	3 355	766	376
5999 pt.	Optical goods stores -----	††	††	††	††	32	3 030	762	183	65
5999 pt.	Pet shops -----	††	††	††	††	14	786	102	25	26
5999 pt.	Typewriter stores -----	††	††	††	††	1	(D)	(D)	(D)	(D)
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	††	††	††	††	71	(D)	(D)	(D)	(D)

¹Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

²Excludes nonemployer direct sellers, SIC 5963.

³Includes sales from catalog order desks.

⁴Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	BROWN COUNTY (Coextensive with Green Bay, Wis., SMSA; see table 4.)									
	CHIPPEWA COUNTY									
	Retail trade ²	520	202 325	359	37	324	195 294	18 313	4 203	2 489
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	29	14 798	1 900	458	144
521, 3	Building materials and supply stores	††	††	††	††	14	9 212	1 253	315	77
525	Hardware stores	††	††	††	††	11	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	2	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	2	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	8	9 232	956	229	184
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	2	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	2	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	2	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	34	34 706	2 767	671	375
541	Grocery stores	††	††	††	††	25	32 821	2 550	618	340
542	Meat and fish (seafood) markets	††	††	††	††	3	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	4	414	118	26	20
543, 4, 5, 9	Other food stores	††	††	††	††	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	32	53 498	3 851	929	271
551	Motor vehicle dealers—new and used cars	††	††	††	††	16	36 929	2 627	673	173
552	Motor vehicle dealers—used cars only	††	††	††	††	5	1 504	154	28	8
553	Auto and home supply stores	††	††	††	††	7	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	4	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	27	19 556	955	229	151
56	Apparel and accessory stores	††	††	††	††	16	4 466	587	143	89
561	Men's and boys' clothing and furnishings stores	††	††	††	††	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	6	1 152	199	50	33
562	Women's ready-to-wear stores	††	††	††	††	6	1 152	199	50	33
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	-	-	-	-	-
565	Family clothing stores	††	††	††	††	4	(D)	(D)	(D)	(D)
566	Shoe stores	††	††	††	††	5	742	93	22	12
564, 9	Other apparel and accessory stores	††	††	††	††	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores	††	††	††	††	13	3 842	386	88	46
5712	Furniture stores	††	††	††	††	6	2 322	254	57	26
5713, 4, 9	Home furnishing stores	††	††	††	††	2	(D)	(D)	(D)	(D)
572	Household appliance stores	††	††	††	††	1	(D)	(D)	(D)	(D)
573	Radio, television, and music stores	††	††	††	††	4	830	75	21	12
58	Eating and drinking places	††	††	††	††	108	15 626	3 605	792	921
5812	Eating places	††	††	††	††	57	11 241	2 835	614	714
5813	Drinking places (alcoholic beverages)	††	††	††	††	51	4 385	770	178	207
591	Drug and proprietary stores	††	††	††	††	9	4 352	680	158	67
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	48	35 218	2 626	506	241
592	Liquor stores	††	††	††	††	5	1 292	45	11	10
593	Used merchandise stores	††	††	††	††	4	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	††	††	††	††	17	4 215	469	115	50
5941	Sporting goods stores and bicycle shops	††	††	††	††	9	3 677	386	95	33
5944	Jewelry stores	††	††	††	††	1	(D)	(D)	(D)	(D)
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	7	(D)	(D)	(D)	(D)
596	Nonstore retailers ²	††	††	††	††	10	(D)	(D)	(D)	(D)
598	Fuel and ice dealers	††	††	††	††	6	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	6	(D)	(D)	(D)	(D)
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	-	-	-	-	-

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partne- rships (number)					
	COLUMBIA COUNTY									
	Retail trade ²	573	187 806	339	43	420	180 685	22 612	4 611	2 846
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	25	15 116	2 231	501	171
521, 3	Building materials and supply stores	††	††	††	††	10	11 464	1 768	390	103
525	Hardware stores	††	††	(D)	††	13	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	1	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	10	5 005	793	137	91
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	1	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	1	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	5	1 188	235	57	40
539	Miscellaneous general merchandise stores	††	††	††	††	4	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	40	39 391	3 427	858	364
541	Grocery stores	††	††	††	††	23	37 743	3 105	804	321
542	Meat and fish (seafood) markets	††	††	††	††	1	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	7	439	134	31	30
543, 4, 5, 9	Other food stores	††	††	††	††	9	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	21	31 762	2 691	601	195
551	Motor vehicle dealers—new and used cars	††	††	††	††	12	28 939	2 396	552	168
552	Motor vehicle dealers—used cars only	††	††	††	††	1	(D)	(D)	(D)	(D)
553	Auto and home supply stores	††	††	††	††	4	1 258	161	25	13
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	4	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	46	29 471	1 447	311	168
56	Apparel and accessory stores	††	††	††	††	30	6 997	887	217	141
561	Men's and boys' clothing and furnishings stores	††	††	††	††	5	1 285	224	48	24
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	9	1 028	156	49	27
562	Women's ready-to-wear stores	††	††	††	††	9	1 028	156	49	27
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	-	-	-	-	-
565	Family clothing stores	††	††	††	††	4	2 867	305	71	44
566	Shoe stores	††	††	††	††	9	1 535	177	44	54
564, 9	Other apparel and accessory stores	††	††	††	††	3	282	25	5	5
57	Furniture, home furnishings, and equipment stores	††	††	††	††	17	3 840	546	125	60
5712	Furniture stores	††	††	††	††	6	1 438	168	41	23
5713, 4, 9	Home furnishing stores	††	††	††	††	2	(D)	(D)	(D)	(D)
572	Household appliance stores	††	††	††	††	3	(D)	(D)	(D)	(D)
573	Radio, television, and music stores	††	††	††	††	6	1 143	239	50	12
58	Eating and drinking places	††	††	††	††	147	23 906	5 768	1 091	1 205
5812	Eating places	††	††	††	††	94	19 372	5 039	926	1 050
5813	Drinking places (alcoholic beverages)	††	††	††	††	53	4 534	729	165	152
591	Drug and proprietary stores	††	††	††	††	13	5 111	749	168	115
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	71	20 086	4 073	602	333
592	Liquor stores	††	††	††	††	5	807	51	11	13
593	Used merchandise stores	††	††	††	††	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	††	††	††	††	42	6 113	1 098	139	111
5941	Sporting goods stores and bicycle shops	††	††	††	††	5	561	22	3	3
5944	Jewelry stores	††	††	††	††	4	574	102	21	11
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	33	4 978	974	115	94
596	Nonstore retailers ²	††	††	††	††	6	5 497	2 106	252	121
598	Fuel and ice dealers	††	††	††	††	4	5 860	531	136	34
5992	Florists	††	††	††	††	6	787	132	32	23
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	5	(D)	(D)	(D)	(D)
	DANE COUNTY (Coextensive with Madison, Wis., SMSA; see table 4.)									

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partne- rships (number)					
	DODGE COUNTY									
	Retail trade ²	672	230 844	436	41	427	220 326	24 857	5 809	3 559
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	33	20 636	2 281	464	211
521, 3	Building materials and supply stores	††	††	††	††	15	17 618	1 832	355	145
525	Hardware stores	††	††	††	††	13	2 458	388	92	51
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	2	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	3	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	13	32 320	3 490	776	522
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	5	28 782	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	5	26 797	3 070	681	469
533	Variety stores	††	††	††	††	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	2	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	39	51 452	5 588	1 370	629
541	Grocery stores	††	††	††	††	21	43 944	4 476	1 114	477
542	Meat and fish (seafood) markets	††	††	††	††	9	5 138	761	193	84
546	Retail bakeries	††	††	††	††	4	574	196	24	44
543, 4, 5, 9	Other food stores	††	††	††	††	5	1 796	155	39	24
55 ex. 554	Automotive dealers	††	††	††	††	34	33 775	2 932	697	230
551	Motor vehicle dealers—new and used cars	††	††	††	††	20	28 922	2 402	584	183
552	Motor vehicle dealers—used cars only	††	††	††	††	3	1 793	151	40	12
553	Auto and home supply stores	††	††	††	††	4	1 286	257	53	19
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	7	1 774	122	20	16
554	Gasoline service stations	††	††	††	††	35	21 367	938	217	137
56	Apparel and accessory stores	††	††	††	††	43	11 425	1 515	370	244
561	Men's and boys' clothing and furnishings stores	††	††	††	††	7	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	12	2 020	258	62	58
562	Women's ready-to-wear stores	††	††	††	††	11	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	6	4 433	579	138	82
566	Shoe stores	††	††	††	††	16	3 711	447	112	67
564, 9	Other apparel and accessory stores	††	††	††	††	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	20	5 223	725	169	93
5712	Furniture stores	††	††	††	††	8	2 721	404	100	47
5713, 4, 9	Home furnishing stores	††	††	††	††	3	514	64	13	12
572	Household appliance stores	††	††	††	††	4	1 166	150	31	20
573	Radio, television, and music stores	††	††	††	††	5	822	107	25	14
58	Eating and drinking places	††	††	††	††	134	19 638	4 380	980	1 116
5812	Eating places	††	††	††	††	72	15 350	3 761	822	929
5813	Drinking places (alcoholic beverages)	††	††	††	††	62	4 288	619	158	187
591	Drug and proprietary stores	††	††	††	††	13	4 786	697	166	105
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	63	19 704	2 311	600	272
592	Liquor stores	††	††	††	††	12	2 605	153	47	46
593	Used merchandise stores	††	††	††	††	3	1 033	269	61	28
594	Miscellaneous shopping goods stores	††	††	††	††	20	4 333	550	130	73
5941	Sporting goods stores and bicycle shops	††	††	††	††	4	1 974	146	32	10
5944	Jewelry stores	††	††	††	††	6	719	124	28	12
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	10	1 640	280	70	51
596	Nonstore retailers ²	††	††	††	††	7	3 159	386	106	36
598	Fuel and ice dealers	††	††	††	††	8	7 064	620	180	34
5992	Florists	††	††	††	††	7	494	73	16	25
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	6	1 016	260	60	30
	EAU CLAIRE COUNTY									
	Retail trade ²	713	443 739	329	28	538	438 131	51 584	12 375	7 885
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	18	28 347	3 406	762	224
521, 3	Building materials and supply stores	††	††	††	††	14	27 173	3 194	716	201
525	Hardware stores	††	††	††	††	3	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	1	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	-	-	-	-	-
53	General merchandise group stores	††	††	††	††	13	73 020	8 971	2 104	1 244
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	5	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	5	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	5	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	EAU CLAIRE COUNTY—Con.									
54	Food stores	††	††	††	††	58	80 809	7 045	1 783	966
541	Grocery stores	††	††	††	††	42	77 429	6 358	1 631	857
542	Meat and fish (seafood) markets	††	††	††	††	3	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	9	1 017	390	83	69
543, 4, 5, 9	Other food stores	††	††	††	††	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	32	77 700	5 375	1 268	404
551	Motor vehicle dealers—new and used cars	††	††	††	††	11	61 598	3 423	827	230
552	Motor vehicle dealers—used cars only	††	††	††	††	6	3 018	169	38	16
553	Auto and home supply stores	††	††	††	††	10	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	5	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	55	44 378	1 800	434	313
56	Apparel and accessory stores	††	††	††	††	50	22 573	2 774	644	414
561	Men's and boys' clothing and furnishings stores	††	††	††	††	11	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	16	7 915	976	225	155
562	Women's ready-to-wear stores	††	††	††	††	14	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	2	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	5	(D)	(D)	(D)	(D)
566	Shoe stores	††	††	††	††	15	4 412	552	125	81
564, 9	Other apparel and accessory stores	††	††	††	††	3	408	95	20	16
57	Furniture, home furnishings, and equipment stores	††	††	††	††	52	21 039	2 966	709	290
5712	Furniture stores	††	††	††	††	15	6 935	1 150	269	99
5713, 4, 9	Home furnishing stores	††	††	††	††	11	(D)	(D)	(D)	(D)
572	Household appliance stores	††	††	††	††	5	(D)	(D)	(D)	(D)
573	Radio, television, and music stores	††	††	††	††	21	7 586	931	242	98
58	Eating and drinking places	††	††	††	††	156	47 754	13 305	3 216	3 363
5812	Eating places	††	††	††	††	92	38 478	11 148	2 647	2 844
5813	Drinking places (alcoholic beverages)	††	††	††	††	64	9 276	2 157	569	519
591	Drug and proprietary stores	††	††	††	††	16	9 313	1 382	341	134
59 ex. 591	Miscellaneous retail stores²	††	††	††	††	88	33 198	4 560	1 114	533
592	Liquor stores	††	††	††	††	6	4 303	233	64	75
593	Used merchandise stores	††	††	††	††	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	††	††	††	††	43	11 279	1 869	486	234
5941	Sporting goods stores and bicycle shops	††	††	††	††	6	1 766	207	49	20
5944	Jewelry stores	††	††	††	††	8	(D)	(D)	(D)	(D)
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	29	(D)	(D)	(D)	(D)
596	Nonstore retailers ²	††	††	††	††	6	(D)	(D)	(D)	(D)
598	Fuel and ice dealers	††	††	††	††	6	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	3	(D)	(D)	(D)	(D)
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	22	(D)	(D)	(D)	(D)
	FOND DU LAC COUNTY									
	Retail trade²	797	379 939	425	51	554	370 306	43 307	9 995	6 072
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	27	14 408	2 111	455	199
521, 3	Building materials and supply stores	††	††	††	††	15	7 657	1 200	252	92
525	Hardware stores	††	††	††	††	7	3 513	585	141	80
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	3	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	2	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	14	49 930	5 383	1 307	776
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	5	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	5	36 218	4 219	1 001	598
533	Variety stores	††	††	††	††	3	1 336	239	86	62
539	Miscellaneous general merchandise stores	††	††	††	††	6	12 376	925	220	116
54	Food stores	††	††	††	††	63	93 683	7 981	1 916	879
541	Grocery stores	††	††	††	††	46	91 024	7 615	1 841	819
542	Meat and fish (seafood) markets	††	††	††	††	6	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	9	1 182	245	47	48
543, 4, 5, 9	Other food stores	††	††	††	††	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	46	67 363	6 272	1 497	452
551	Motor vehicle dealers—new and used cars	††	††	††	††	26	58 680	5 204	1 268	362
552	Motor vehicle dealers—used cars only	††	††	††	††	4	2 126	164	34	14
553	Auto and home supply stores	††	††	††	††	9	3 855	614	137	44
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	7	2 702	290	58	32
554	Gasoline service stations	††	††	††	††	45	29 726	1 333	306	222

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partners- hips (number)					
	FOND DU LAC COUNTY—Con.									
56	Apparel and accessory stores -----	††	††	††	††	50	16 010	2 100	484	348
561	Men's and boys' clothing and furnishings stores	††	††	††	††	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	23	8 824	1 252	294	214
562	Women's ready-to-wear stores	††	††	††	††	21	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	2	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	7	1 792	140	29	26
566	Shoe stores	††	††	††	††	14	3 873	488	106	68
564, 9	Other apparel and accessory stores	††	††	††	††	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	††	††	††	††	44	15 713	2 428	560	257
5712	Furniture stores	††	††	††	††	11	3 709	574	122	46
5713, 4, 9	Home furnishing stores	††	††	††	††	11	2 713	446	96	48
572	Household appliance stores	††	††	††	††	8	4 665	507	128	60
573	Radio, television, and music stores	††	††	††	††	14	4 626	901	214	103
58	Eating and drinking places -----	††	††	††	††	161	37 272	9 811	2 127	2 243
5812	Eating places	††	††	††	††	100	32 784	9 049	1 949	2 021
5813	Drinking places (alcoholic beverages)	††	††	††	††	61	4 488	762	178	222
591	Drug and proprietary stores -----	††	††	††	††	16	12 614	1 845	440	200
59 ex. 591	Miscellaneous retail stores² -----	††	††	††	††	88	33 587	4 043	903	496
592	Liquor stores	††	††	††	††	8	4 297	358	82	61
593	Used merchandise stores	††	††	††	††	5	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	††	††	††	††	47	10 726	1 569	348	244
5941	Sporting goods stores and bicycle shops	††	††	††	††	9	2 711	261	53	41
5944	Jewelry stores	††	††	††	††	13	3 351	713	155	69
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	25	4 664	595	140	134
596	Nonstore retailers ²	††	††	††	††	8	4 585	793	179	61
598	Fuel and ice dealers	††	††	††	††	6	11 915	821	179	54
5992	Florists	††	††	††	††	7	832	199	43	30
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	7	(D)	(D)	(D)	(D)
	GRANT COUNTY									
	Retail trade² -----	563	176 843	386	58	368	166 070	17 966	4 052	2 562
52	Building materials, hardware, garden supply, and mobile home dealers -----	††	††	††	††	38	15 613	1 921	459	180
521, 3	Building materials and supply stores	††	††	††	††	20	7 717	1 082	256	94
525	Hardware stores	††	††	††	††	15	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	-	-	-	-	-
527	Mobile home dealers	††	††	††	††	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	††	††	††	††	11	9 209	1 084	251	160
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	2	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	2	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	3	(D)	(D)	(D)	(D)
54	Food stores -----	††	††	††	††	33	44 372	4 641	1 008	523
541	Grocery stores	††	††	††	††	27	42 577	4 188	899	479
542	Meat and fish (seafood) markets	††	††	††	††	3	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	2	(D)	(D)	(D)	(D)
543, 4, 5, 9	Other food stores	††	††	††	††	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	††	††	††	††	28	34 646	2 765	651	212
551	Motor vehicle dealers—new and used cars	††	††	††	††	16	25 429	1 904	458	136
552	Motor vehicle dealers—used cars only	††	††	††	††	4	1 122	109	25	10
553	Auto and home supply stores	††	††	††	††	8	8 095	752	168	66
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	-	-	-	-	-
554	Gasoline service stations -----	††	††	††	††	44	21 293	944	225	136
56	Apparel and accessory stores -----	††	††	††	††	24	5 248	620	148	119
561	Men's and boys' clothing and furnishings stores	††	††	††	††	4	897	117	27	15
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	9	2 276	255	64	62
562	Women's ready-to-wear stores	††	††	††	††	8	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	2	(D)	(D)	(D)	(D)
566	Shoe stores	††	††	††	††	6	1 112	98	23	20
564, 9	Other apparel and accessory stores	††	††	††	††	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	††	††	††	††	22	5 486	815	194	83
5712	Furniture stores	††	††	††	††	7	2 245	347	90	37
5713, 4, 9	Home furnishing stores	††	††	††	††	4	818	67	19	9
572	Household appliance stores	††	††	††	††	3	1 537	336	71	28
573	Radio, television, and music stores	††	††	††	††	8	886	65	14	9

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partnerships (number)					
	GRANT COUNTY—Con.									
58	Eating and drinking places -----	††	††	††	††	111	17 365	3 466	735	942
5812	Eating places -----	††	††	††	††	59	12 637	2 867	606	760
5813	Drinking places (alcoholic beverages) -----	††	††	††	††	52	4 728	599	129	182
591	Drug and proprietary stores -----	††	††	††	††	15	4 198	713	141	66
59 ex. 591	Miscellaneous retail stores ² -----	††	††	††	††	42	8 640	997	240	141
592	Liquor stores -----	††	††	††	††	9	997	56	15	18
593	Used merchandise stores -----	††	††	††	††	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	††	††	††	††	18	1 918	306	70	45
5941	Sporting goods stores and bicycle shops -----	††	††	††	††	5	763	60	13	7
5944	Jewelry stores -----	††	††	††	††	4	776	192	43	25
Other 594	Other miscellaneous shopping goods stores -----	††	††	††	††	9	379	54	14	13
596	Nonstore retailers ² -----	††	††	††	††	5	1 330	135	29	22
598	Fuel and ice dealers -----	††	††	††	††	2	(D)	(D)	(D)	(D)
5992	Florists -----	††	††	††	††	5	632	136	30	21
5993	Cigar stores and stands -----	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands -----	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c. -----	††	††	††	††	2	(D)	(D)	(D)	(D)
	JEFFERSON COUNTY									
	Retail trade ² -----	585	221 624	346	37	420	215 582	25 571	5 908	3 921
52	Building materials, hardware, garden supply, and mobile home dealers -----	††	††	††	††	27	11 148	1 674	325	150
521, 3	Building materials and supply stores -----	††	††	††	††	13	8 418	1 266	259	100
525	Hardware stores -----	††	††	††	††	11	2 482	382	64	47
526	Retail nurseries, lawn and garden supply stores -----	††	††	††	††	2	(D)	(D)	(D)	(D)
527	Mobile home dealers -----	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	††	††	††	††	12	27 647	2 807	631	427
531	Department stores (incl. leased depts.) ^{3 4} -----	††	††	††	††	4	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³ -----	††	††	††	††	4	20 137	2 144	482	342
533	Variety stores -----	††	††	††	††	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	††	††	††	††	3	(D)	(D)	(D)	(D)
54	Food stores -----	††	††	††	††	32	56 821	5 507	1 316	612
541	Grocery stores -----	††	††	††	††	22	53 832	5 114	1 252	549
542	Meat and fish (seafood) markets -----	††	††	††	††	2	(D)	(D)	(D)	(D)
546	Retail bakeries -----	††	††	††	††	4	413	95	19	22
543, 4, 5, 9	Other food stores -----	††	††	††	††	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	††	††	††	††	27	22 944	2 241	609	201
551	Motor vehicle dealers—new and used cars -----	††	††	††	††	16	19 914	1 813	496	159
552	Motor vehicle dealers—used cars only -----	††	††	††	††	1	(D)	(D)	(D)	(D)
553	Auto and home supply stores -----	††	††	††	††	8	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers -----	††	††	††	††	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	††	††	††	††	36	31 751	1 342	316	210
56	Apparel and accessory stores -----	††	††	††	††	33	8 756	1 076	244	196
561	Men's and boys' clothing and furnishings stores -----	††	††	††	††	6	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	††	††	††	††	11	1 906	183	44	39
562	Women's ready-to-wear stores -----	††	††	††	††	11	1 906	183	44	39
563, 8	Women's accessory and specialty stores and furriers -----	††	††	††	††	-	-	-	-	-
565	Family clothing stores -----	††	††	††	††	5	4 146	540	118	101
566	Shoe stores -----	††	††	††	††	8	1 854	213	46	34
564, 9	Other apparel and accessory stores -----	††	††	††	††	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	††	††	††	††	23	7 542	1 267	323	112
5712	Furniture stores -----	††	††	††	††	8	2 209	343	78	44
5713, 4, 9	Home furnishing stores -----	††	††	††	††	5	1 407	147	35	12
572	Household appliance stores -----	††	††	††	††	4	(D)	(D)	(D)	(D)
573	Radio, television, and music stores -----	††	††	††	††	6	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	††	††	††	††	145	27 633	6 380	1 419	1 548
5812	Eating places -----	††	††	††	††	90	22 972	5 652	1 257	1 353
5813	Drinking places (alcoholic beverages) -----	††	††	††	††	55	4 661	728	162	195
591	Drug and proprietary stores -----	††	††	††	††	12	5 701	1 030	233	120

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F.]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprietorships (number)	Partnerships (number)					
	JEFFERSON COUNTY—Con.									
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	73	15 639	2 247	492	345
592	Liquor stores	††	††	††	††	14	3 828	397	101	77
593	Used merchandise stores	††	††	††	††	-	-	-	-	-
594	Miscellaneous shopping goods stores	††	††	††	††	29	4 166	683	147	107
5941	Sporting goods stores and bicycle shops	††	††	††	††	6	859	155	31	20
5944	Jewelry stores	††	††	††	††	7	1 082	133	30	24
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	16	2 225	395	86	63
596	Nonstore retailers ²	††	††	††	††	9	3 466	369	88	53
598	Fuel and ice dealers	††	††	††	††	3	(D)	(D)	(D)	(D)
592	Florists	††	††	††	††	10	753	201	39	37
5933	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	8	(D)	(D)	(D)	(D)
	KENOSHA COUNTY (Coextensive with Kenosha, Wis., SMSA; see table 4.)									
	LA CROSSE COUNTY (Coextensive with La Crosse, Wis., SMSA; see table 4.)									
	MANITOWOC COUNTY									
	Retail trade ²	727	287 121	456	46	504	279 222	33 380	7 721	5 103
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	28	14 699	1 844	399	179
521, 3	Building materials and supply stores	††	††	††	††	17	10 888	1 338	306	113
525	Hardware stores	††	††	††	††	7	2 745	354	70	51
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	3	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	16	50 131	6 323	1 439	930
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	6	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	6	34 655	4 732	1 064	679
533	Variety stores	††	††	††	††	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	7	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	52	61 618	5 881	1 453	807
541	Grocery stores	††	††	††	††	32	53 949	4 656	1 171	631
542	Meat and fish (seafood) markets	††	††	††	††	9	6 093	700	161	77
546	Retail bakeries	††	††	††	††	6	1 058	438	100	80
543, 4, 5, 9	Other food stores	††	††	††	††	5	518	87	21	19
55 ex. 554	Automotive dealers	††	††	††	††	35	46 406	4 328	1 049	322
551	Motor vehicle dealers—new and used cars	††	††	††	††	17	36 338	3 375	842	235
552	Motor vehicle dealers—used cars only	††	††	††	††	6	3 011	143	31	12
553	Auto and home supply stores	††	††	††	††	6	4 632	585	126	45
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	6	2 425	225	50	30
554	Gasoline service stations	††	††	††	††	52	33 919	1 828	365	251
56	Apparel and accessory stores	††	††	††	††	39	6 989	1 130	270	207
561	Men's and boys' clothing and furnishings stores	††	††	††	††	5	717	134	33	15
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	12	2 064	320	84	83
562	Women's ready-to-wear stores	††	††	††	††	11	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	2	(D)	(D)	(D)	(D)
566	Shoe stores	††	††	††	††	15	2 473	382	85	63
564, 9	Other apparel and accessory stores	††	††	††	††	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	30	9 803	1 717	426	176
5712	Furniture stores	††	††	††	††	12	4 191	848	204	80
5713, 4, 9	Home furnishing stores	††	††	††	††	5	855	129	28	25
572	Household appliance stores	††	††	††	††	6	1 807	241	64	22
573	Radio, television, and music stores	††	††	††	††	7	2 950	499	130	49
58	Eating and drinking places	††	††	††	††	168	27 734	6 651	1 445	1 747
5812	Eating places	††	††	††	††	92	22 043	5 883	1 249	1 475
5813	Drinking places (alcoholic beverages)	††	††	††	††	76	5 691	768	196	272
591	Drug and proprietary stores	††	††	††	††	11	7 606	1 141	255	140

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F.]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	MANITOWOC COUNTY—Con.									
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	73	20 317	2 537	620	344
592	Liquor stores	††	††	††	††	10	6 392	386	123	56
593	Used merchandise stores	††	††	††	††	7	883	135	28	27
594	Miscellaneous shopping goods stores	††	††	††	††	32	6 329	919	214	157
5941	Sporting goods stores and bicycle shops	††	††	††	††	6	1 422	146	30	24
5944	Jewelry stores	††	††	††	††	7	1 988	396	99	44
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	19	2 919	377	85	89
596	Nonstore retailers ²	††	††	††	††	5	3 073	341	99	41
598	Fuel and ice dealers	††	††	††	††	2	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	6	708	137	26	21
5993	Cigar stores and stands	††	††	††	††	1	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	10	(D)	(D)	(D)	(D)
	MARATHON COUNTY (Coextensive with Wausau, Wis., SMSA; see table 4.)									
	MILWAUKEE COUNTY									
	Retail trade ²	7 147	4 540 875	3 143	413	5 309	4 464 983	569 306	136 770	71 488
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	200	127 375	17 503	4 124	1 683
521, 3	Building materials and supply stores	††	††	††	††	88	61 102	7 319	1 648	563
521	Lumber and other building materials dealers	††	††	††	††	55	46 772	5 251	1 154	378
523	Paint, glass, and wallpaper stores	††	††	††	††	33	14 330	2 068	494	185
525	Hardware stores	††	††	††	††	75	42 901	7 116	1 798	757
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	29	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	8	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	80	619 590	71 489	16 894	10 484
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	45	624 405	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	45	586 938	66 557	15 742	9 670
533	Variety stores	††	††	††	††	24	19 188	3 317	782	569
539	Miscellaneous general merchandise stores	††	††	††	††	11	13 464	1 615	370	245
54	Food stores	††	††	††	††	522	974 029	96 392	23 540	9 038
541	Grocery stores	††	††	††	††	329	901 082	84 602	20 784	7 154
542	Meat and fish (seafood) markets	††	††	††	††	36	20 928	2 202	547	264
546	Retail bakeries	††	††	††	††	83	26 650	5 891	1 332	1 116
5462	Retail bakeries—baking and selling	††	††	††	††	52	13 280	3 671	831	726
5463	Retail bakeries—selling only	††	††	††	††	31	13 370	2 220	501	390
543, 4, 5, 9	Other food stores	††	††	††	††	74	25 369	3 697	877	504
543	Fruit stores and vegetable markets	††	††	††	††	7	(D)	(D)	(D)	(D)
544	Candy, nut, and confectionery stores	††	††	††	††	37	4 911	758	175	145
545	Dairy products stores	††	††	††	††	7	1 614	241	54	49
549	Miscellaneous food stores	††	††	††	††	23	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	228	667 182	63 121	15 342	3 616
551	Motor vehicle dealers—new and used cars	††	††	††	††	66	565 997	49 781	12 329	2 637
552	Motor vehicle dealers—used cars only	††	††	††	††	47	23 091	1 708	351	150
553	Auto and home supply stores	††	††	††	††	86	56 353	9 073	2 088	609
553 pt.	Tire, battery, and accessory dealers	††	††	††	††	85	(D)	(D)	(D)	(D)
553 pt.	Other auto and home supply stores	††	††	††	††	1	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	29	21 741	2 559	574	220
555	Boat dealers	††	††	††	††	8	7 649	961	228	62
556	Recreational and utility trailer dealers	††	††	††	††	3	1 716	220	42	18
557	Motorcycle dealers	††	††	††	††	18	12 376	1 378	304	140
559	Automotive dealers, n.e.c.	††	††	††	††	-	-	-	-	-
554	Gasoline service stations	††	††	††	††	431	416 810	20 599	5 022	2 550
56	Apparel and accessory stores	††	††	††	††	470	218 302	30 127	7 169	4 00*
561	Men's and boys' clothing and furnishings stores	††	††	††	††	61	37 042	6 192	1 510	561
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	167	90 198	11 899	2 796	1 813
562	Women's ready-to-wear stores	††	††	††	††	138	82 726	10 571	2 489	1 638
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	29	7 472	1 328	307	175
565	Family clothing stores	††	††	††	††	47	35 930	3 920	997	541
566	Shoe stores	††	††	††	††	152	47 446	6 809	1 581	874
566 pt.	Men's shoe stores	††	††	††	††	29	5 952	883	225	96
566 pt.	Women's shoe stores	††	††	††	††	42	12 145	1 990	470	265
566 pt.	Children's and juveniles' shoe stores	††	††	††	††	7	(D)	(D)	(D)	(D)
566 pt.	Family shoe stores	††	††	††	††	74	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partne- rships (number)					
	MILWAUKEE COUNTY—Con.									
56	Apparel and accessory stores—Con.									
564, 9	Other apparel and accessory stores	††	††	††	††	43	7 686	1 307	285	211
564	Children's and infants' wear stores	††	††	††	††	8	3 692	572	131	109
569	Miscellaneous apparel and accessory stores	††	††	††	††	35	3 994	735	154	102
57	Furniture, home furnishings, and equipment stores.....	††	††	††	††	393	221 052	33 412	8 010	2 929
5712	Furniture stores	††	††	††	††	97	72 600	11 623	2 731	1 006
5713, 4, 9	Home furnishing stores	††	††	††	††	95	38 182	6 760	1 669	620
5713	Floor covering stores	††	††	††	††	43	21 692	3 421	820	263
5714	Drapery, curtain, and upholstery stores	††	††	††	††	13	3 377	856	235	61
5719	Miscellaneous home furnishing stores	††	††	††	††	39	13 113	2 483	614	296
572	Household appliance stores	††	††	††	††	47	36 218	4 241	1 038	382
573	Radio, television, and music stores	††	††	††	††	154	74 052	10 788	2 572	921
5732	Radio and television stores	††	††	††	††	96	47 820	6 760	1 517	512
5733	Music stores	††	††	††	††	58	26 232	4 028	1 055	409
5733 pt.	Record shops	††	††	††	††	24	16 178	2 099	509	233
5733 pt.	Musical instrument stores	††	††	††	††	34	10 054	1 929	546	176
58	Eating and drinking places	††	††	††	††	1 750	523 042	136 952	31 578	26 065
5812	Eating places	††	††	††	††	1 091	441 085	119 498	27 201	22 619
5812 pt.	Restaurants and lunchrooms	††	††	††	††	548	241 736	70 854	16 476	13 539
5812 pt.	Cafeterias	††	††	††	††	11	4 684	1 187	186	149
5812 pt.	Refreshment places	††	††	††	††	424	156 668	36 359	8 293	7 366
5812 pt.	Other eating places	††	††	††	††	108	37 997	11 098	2 246	1 565
5813	Drinking places (alcoholic beverages)	††	††	††	††	659	81 957	17 454	4 377	3 446
591	Drug and proprietary stores	††	††	††	††	209	145 846	21 613	5 044	2 627
591 pt.	Drug stores	††	††	††	††	181	(D)	(D)	(D)	(D)
591 pt.	Proprietary stores	††	††	††	††	28	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores²	††	††	††	††	1 028	551 755	78 098	20 047	8 496
592	Liquor stores	††	††	††	††	168	102 395	7 140	1 585	939
593	Used merchandise stores	††	††	††	††	75	17 462	3 763	897	475
594	Miscellaneous shopping goods stores	††	††	††	††	425	162 488	23 944	5 500	2 987
5941	Sporting goods stores and bicycle shops	††	††	††	††	87	39 968	5 985	1 381	604
5941 pt.	General line sporting goods stores	††	††	††	††	35	22 160	2 688	578	310
5941 pt.	Specialty line sporting goods stores	††	††	††	††	52	17 808	3 297	803	294
5942	Book stores	††	††	††	††	40	13 456	1 726	424	260
5943	Stationery stores	††	††	††	††	13	2 501	423	101	55
5944	Jewelry stores	††	††	††	††	105	46 776	7 804	1 777	711
5945	Hobby, toy, and game shops	††	††	††	††	25	18 415	1 633	412	298
5946	Camera and photographic supply stores	††	††	††	††	21	8 619	1 222	247	122
5947	Gift, novelty, and souvenir shops	††	††	††	††	95	17 438	2 666	597	504
5948	Luggage and leather goods stores	††	††	††	††	8	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	††	††	††	††	31	(D)	(D)	(D)	(D)
596	Nonstore retailers ²	††	††	††	††	87	138 322	26 442	7 993	2 583
5961	Mail order houses	††	††	††	††	14	(D)	(D)	(D)	(D)
5962	Automatic merchandising machine operators	††	††	††	††	36	(D)	(D)	(D)	(D)
5963	Direct selling establishments ²	††	††	††	††	37	(D)	(D)	(D)	(D)
598	Fuel and ice dealers	††	††	††	††	18	73 915	5 307	1 432	279
5983	Fuel oil dealers	††	††	††	††	17	(D)	(D)	(D)	(D)
5984	Liquefied petroleum gas (bottled gas) dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
5982	Fuel and ice dealers, n.e.c.	††	††	††	††	-	-	-	-	-
5992	Florists	††	††	††	††	77	12 457	2 808	684	414
5993	Cigar stores and stands	††	††	††	††	12	2 688	218	63	48
5994	News dealers and newsstands	††	††	††	††	4	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	160	(D)	(D)	(D)	(D)
5999 pt.	Optical goods stores	††	††	††	††	49	10 346	2 414	577	198
5999 pt.	Pet shops	††	††	††	††	25	4 008	688	163	113
5999 pt.	Typewriter stores	††	††	††	††	4	(D)	(D)	(D)	(D)
5999 pt.	Other miscellaneous retail stores, n.e.c.	††	††	††	††	82	26 052	5 152	1 095	436
	OUTAGAMIE COUNTY									
	Retail trade²	1 066	834 770	552	76	778	624 350	75 465	17 933	9 772
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	51	36 872	4 674	1 082	345
521, 3	Building materials and supply stores	††	††	††	††	28	29 274	3 526	823	232
525	Hardware stores	††	††	††	††	16	5 451	904	199	88
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	7	2 147	244	60	25
527	Mobile home dealers	††	††	††	††	-	-	-	-	-
53	General merchandise group stores	††	††	††	††	22	110 728	12 588	2 955	1 807
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	10	99 722	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	10	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	5	1 928	325	86	45
539	Miscellaneous general merchandise stores	††	††	††	††	7	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see Introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F.]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprietorships (number)	Partnerships (number)					
	OUTAGAMIE COUNTY—Con.									
54	Food stores	††	††	††	††	67	121 791	12 090	2 988	1 399
541	Grocery stores	††	††	††	††	42	115 617	10 653	2 670	1 176
542	Meat and fish (seafood) markets	††	††	††	††	6	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	10	2 377	837	183	135
543, 4, 5, 9	Other food stores	††	††	††	††	9	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	64	126 745	11 969	2 973	757
551	Motor vehicle dealers—new and used cars	††	††	††	††	28	100 608	8 908	2 339	537
552	Motor vehicle dealers—used cars only	††	††	††	††	11	(D)	(D)	(D)	(D)
553	Auto and home supply stores	††	††	††	††	18	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	7	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	62	50 332	2 785	674	397
56	Apparel and accessory stores	††	††	††	††	77	22 854	2 992	741	419
561	Men's and boys' clothing and furnishings stores	††	††	††	††	10	3 474	549	146	58
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	29	10 358	1 230	315	195
562	Women's ready-to-wear stores	††	††	††	††	27	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	2	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	7	(D)	(D)	(D)	(D)
566	Shoe stores	††	††	††	††	25	6 655	827	183	112
564, 9	Other apparel and accessory stores	††	††	††	††	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	62	33 830	4 972	1 238	441
5712	Furniture stores	††	††	††	††	24	11 480	1 875	479	164
5713, 4, 9	Home furnishing stores	††	††	††	††	9	3 006	423	102	41
572	Household appliance stores	††	††	††	††	10	3 710	725	171	59
573	Radio, television, and music stores	††	††	††	††	19	15 634	1 949	486	177
58	Eating and drinking places	††	††	††	††	228	56 871	14 092	3 137	3 210
5812	Eating places	††	††	††	††	146	46 821	12 175	2 703	2 734
5813	Drinking places (alcoholic beverages)	††	††	††	††	82	10 050	1 917	434	476
591	Drug and proprietary stores	††	††	††	††	18	10 434	1 631	388	200
59 ex. 591	Miscellaneous retail stores²	††	††	††	††	125	53 893	7 672	1 757	797
592	Liquor stores	††	††	††	††	12	7 296	364	83	71
593	Used merchandise stores	††	††	††	††	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	††	††	††	††	60	16 549	2 361	482	285
5941	Sporting goods stores and bicycle shops	††	††	††	††	21	(D)	(D)	(D)	(D)
5944	Jewelry stores	††	††	††	††	11	2 218	695	114	56
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	28	(D)	(D)	(D)	(D)
596	Nonstore retailers ²	††	††	††	††	13	(D)	(D)	(D)	(D)
598	Fuel and ice dealers	††	††	††	††	7	11 019	561	158	45
5992	Florists	††	††	††	††	13	2 527	627	152	80
5993	Cigar stores and stands	††	††	††	††	1	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	17	2 994	722	152	63
	OZAUKEE COUNTY									
	Retail trade²	592	269 938	314	37	393	263 870	30 851	7 120	3 771
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	20	15 446	2 225	591	229
521, 3	Building materials and supply stores	††	††	††	††	8	7 621	1 123	310	70
525	Hardware stores	††	††	††	††	9	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	3	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	-	-	-	-	-
53	General merchandise group stores	††	††	††	††	5	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	1	(D)	(D)	(D)	(D)
531	Department stores (excl. leased depts.) ³	††	††	††	††	1	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	2	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	38	65 700	7 478	1 837	661
541	Grocery stores	††	††	††	††	24	63 023	6 975	1 721	587
542	Meat and fish (seafood) markets	††	††	††	††	6	1 572	208	52	28
546	Retail bakeries	††	††	††	††	4	(D)	(D)	(D)	(D)
543, 4, 5, 9	Other food stores	††	††	††	††	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	28	77 198	6 548	1 462	393
551	Motor vehicle dealers—new and used cars	††	††	††	††	15	69 863	5 711	1 281	314
552	Motor vehicle dealers—used cars only	††	††	††	††	2	(D)	(D)	(D)	(D)
553	Auto and home supply stores	††	††	††	††	6	3 393	502	115	47
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	5	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	41	30 998	1 826	435	225

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprietorships (number)	Partnerships (number)					
	OZAUKEE COUNTY—Con.									
56	Apparel and accessory stores -----	††	††	††	††	22	6 045	932	273	127
561	Men's and boys' clothing and furnishings stores -----	††	††	††	††	5	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	††	††	††	††	7	773	114	30	35
562	Women's ready-to-wear stores -----	††	††	††	††	6	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers -----	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores -----	††	††	††	††	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	††	††	††	††	5	1 279	180	54	25
564, 9	Other apparel and accessory stores -----	††	††	††	††	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	††	††	††	††	29	8 126	1 132	268	123
5712	Furniture stores -----	††	††	††	††	7	3 562	514	123	64
5713, 4, 9	Home furnishing stores -----	††	††	††	††	9	1 357	175	35	21
572	Household appliance stores -----	††	††	††	††	4	1 611	211	55	15
573	Radio, television, and music stores -----	††	††	††	††	9	1 596	232	55	23
58	Eating and drinking places -----	††	††	††	††	109	24 845	6 622	1 330	1 353
5812	Eating places -----	††	††	††	††	74	19 884	5 681	1 112	1 151
5813	Drinking places (alcoholic beverages) -----	††	††	††	††	35	4 961	941	218	202
591	Drug and proprietary stores -----	††	††	††	††	14	9 247	1 280	340	200
59 ex. 591	Miscellaneous retail stores ² -----	††	††	††	††	87	(D)	(D)	(D)	(D)
592	Liquor stores -----	††	††	††	††	12	4 500	380	78	67
593	Used merchandise stores -----	††	††	††	††	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	††	††	††	††	46	5 724	924	185	145
5941	Sporting goods stores and bicycle shops -----	††	††	††	††	9	1 756	222	28	23
5944	Jewelry stores -----	††	††	††	††	9	1 789	400	91	42
Other 594	Other miscellaneous shopping goods stores -----	††	††	††	††	28	2 179	302	66	80
596	Nonstore retailers ² -----	††	††	††	††	10	1 914	268	64	32
598	Fuel and ice dealers -----	††	††	††	††	2	(D)	(D)	(D)	(D)
5992	Florists -----	††	††	††	††	3	508	80	17	13
5993	Cigar stores and stands -----	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands -----	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c. -----	††	††	††	††	11	1 172	247	38	29
	PORTAGE COUNTY									
	Retail trade ² -----	503	243 124	291	44	340	236 320	27 537	6 434	4 131
52	Building materials, hardware, garden supply, and mobile home dealers -----	††	††	††	††	28	13 875	2 208	487	184
521, 3	Building materials and supply stores -----	††	††	††	††	12	7 567	948	191	74
525	Hardware stores -----	††	††	††	††	11	4 354	1 065	255	89
526	Retail nurseries, lawn and garden supply stores -----	††	††	††	††	1	(D)	(D)	(D)	(D)
527	Mobile home dealers -----	††	††	††	††	4	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	††	††	††	††	8	23 297	2 246	509	295
531	Department stores (incl. leased depts.) ^{3 4} -----	††	††	††	††	2	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³ -----	††	††	††	††	2	(D)	(D)	(D)	(D)
533	Variety stores -----	††	††	††	††	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	††	††	††	††	4	(D)	(D)	(D)	(D)
54	Food stores -----	††	††	††	††	29	47 085	3 770	957	509
541	Grocery stores -----	††	††	††	††	21	46 261	3 684	937	489
542	Meat and fish (seafood) markets -----	††	††	††	††	1	(D)	(D)	(D)	(D)
546	Retail bakeries -----	††	††	††	††	2	(D)	(D)	(D)	(D)
543, 4, 5, 9	Other food stores -----	††	††	††	††	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	††	††	††	††	19	33 526	2 817	603	206
551	Motor vehicle dealers—new and used cars -----	††	††	††	††	10	28 549	2 189	472	147
552	Motor vehicle dealers—used cars only -----	††	††	††	††	1	(D)	(D)	(D)	(D)
553	Auto and home supply stores -----	††	††	††	††	4	3 062	485	107	38
555, 6, 7, 9	Miscellaneous automotive dealers -----	††	††	††	††	4	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	††	††	††	††	26	15 761	1 033	249	161
56	Apparel and accessory stores -----	††	††	††	††	29	13 394	1 829	435	255
561	Men's and boys' clothing and furnishings stores -----	††	††	††	††	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	††	††	††	††	16	5 745	737	169	117
562	Women's ready-to-wear stores -----	††	††	††	††	13	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers -----	††	††	††	††	3	(D)	(D)	(D)	(D)
565	Family clothing stores -----	††	††	††	††	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	††	††	††	††	4	2 533	432	102	39
564, 9	Other apparel and accessory stores -----	††	††	††	††	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	††	††	††	††	22	8 370	1 004	240	113
5712	Furniture stores -----	††	††	††	††	6	3 203	488	117	50
5713, 4, 9	Home furnishing stores -----	††	††	††	††	3	(D)	(D)	(D)	(D)
572	Household appliance stores -----	††	††	††	††	5	2 540	276	72	27
573	Radio, television, and music stores -----	††	††	††	††	8	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	PORTAGE COUNTY—Con.									
58	Eating and drinking places	††	††	††	††	110	28 086	7 319	1 630	1 821
5812	Eating places	††	††	††	††	70	23 315	6 464	1 429	1 600
5813	Drinking places (alcoholic beverages)	††	††	††	††	40	4 771	855	201	221
591	Drug and proprietary stores	††	††	††	††	9	5 246	824	184	105
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	60	47 680	4 487	1 140	482
592	Liquor stores	††	††	††	††	12	4 209	197	41	38
593	Used merchandise stores	††	††	††	††	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	††	††	††	††	24	6 511	924	218	132
5941	Sporting goods stores and bicycle shops	††	††	††	††	9	2 939	381	94	50
5944	Jewelry stores	††	††	††	††	4	620	129	27	15
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	11	2 952	414	97	67
596	Nonstore retailers ²	††	††	††	††	9	(D)	(D)	(D)	(D)
598	Fuel and ice dealers	††	††	††	††	4	2 168	287	52	14
5992	Florists	††	††	††	††	5	768	176	33	21
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	5	(D)	(D)	(D)	(D)
	RACINE COUNTY (Coextensive with Racine, Wis., SMSA; see table 4.)									
	ROCK COUNTY (Coextensive with Janesville-Beloit, Wis., SMSA; see table 4.)									
	SAUK COUNTY									
	Retail trade ²	528	196 977	282	43	378	189 906	23 661	5 287	3 130
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	32	17 174	2 649	616	226
521, 3	Building materials and supply stores	††	††	††	††	14	7 051	992	232	76
525	Hardware stores	††	††	††	††	14	8 801	1 504	348	139
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	2	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	2	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	9	9 697	1 165	271	204
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	2	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	2	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	3	1 323	229	52	37
539	Miscellaneous general merchandise stores	††	††	††	††	4	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	45	66 621	6 467	1 459	712
541	Grocery stores	††	††	††	††	25	62 875	6 055	1 364	634
542	Meat and fish (seafood) markets	††	††	††	††	7	2 519	228	54	35
546	Retail bakeries	††	††	††	††	2	(D)	(D)	(D)	(D)
543, 4, 5, 9	Other food stores	††	††	††	††	11	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	22	21 631	1 673	428	139
551	Motor vehicle dealers—new and used cars	††	††	††	††	14	19 168	1 488	385	119
552	Motor vehicle dealers—used cars only	††	††	††	††	4	1 342	55	14	8
553	Auto and home supply stores	††	††	††	††	3	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	36	16 703	1 045	224	141
56	Apparel and accessory stores	††	††	††	††	22	7 694	869	195	132
561	Men's and boys' clothing and furnishings stores	††	††	††	††	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	4	1 501	112	25	19
562	Women's ready-to-wear stores	††	††	††	††	3	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	9	4 690	575	132	81
566	Shoe stores	††	††	††	††	6	1 140	142	28	22
564, 9	Other apparel and accessory stores	††	††	††	††	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	16	4 996	747	199	76
5712	Furniture stores	††	††	††	††	6	2 362	331	96	28
5713, 4, 9	Home furnishing stores	††	††	††	††	1	(D)	(D)	(D)	(D)
572	Household appliance stores	††	††	††	††	3	(D)	(D)	(D)	(D)
573	Radio, television, and music stores	††	††	††	††	6	1 394	225	59	32

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	SAUK COUNTY—Con.									
58	Eating and drinking places	††	††	††	††	122	25 008	6 031	1 158	1 139
5812	Eating places	††	††	††	††	83	21 122	5 367	1 012	1 020
5813	Drinking places (alcoholic beverages)	††	††	††	††	39	3 886	664	146	119
591	Drug and proprietary stores	††	††	††	††	15	6 412	1 041	239	114
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	59	13 970	1 974	498	247
592	Liquor stores	††	††	††	††	7	974	68	18	17
593	Used merchandise stores	††	††	††	††	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	††	††	††	††	28	3 623	408	83	76
5941	Sporting goods stores and bicycle shops	††	††	††	††	6	1 184	127	25	15
5944	Jewelry stores	††	††	††	††	2	(D)	(D)	(D)	(D)
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	20	(D)	(D)	(D)	(D)
596	Nonstore retailers ²	††	††	††	††	3	(D)	(D)	(D)	(D)
598	Fuel and ice dealers	††	††	††	††	7	3 290	543	140	31
5992	Florists	††	††	††	††	6	737	169	39	32
5993	Cigar stores and stands	††	††	††	††	1	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	4	641	143	27	33
	SHEBOYGAN COUNTY (Coextensive with Sheboygan, Wis., SMSA; see table 4.)									
	WALWORTH COUNTY									
	Retail trade ²	742	313 589	382	55	532	304 231	39 819	7 926	5 253
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	30	17 505	2 498	540	246
521, 3	Building materials and supply stores	††	††	††	††	11	10 587	1 528	332	91
525	Hardware stores	††	††	††	††	17	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	2	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	-	-	-	-	-
53	General merchandise group stores	††	††	††	††	15	11 834	1 500	325	235
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	1	(D)	(D)	(D)	(D)
531	Department stores (excl. leased depts.) ³	††	††	††	††	1	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	10	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	4	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	46	76 162	7 366	1 650	725
541	Grocery stores	††	††	††	††	37	74 651	6 892	1 546	670
542	Meat and fish (seafood) markets	††	††	††	††	1	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	4	888	230	62	38
543, 4, 5, 9	Other food stores	††	††	††	††	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	34	55 413	5 014	1 057	340
551	Motor vehicle dealers—new and used cars	††	††	††	††	17	45 109	3 662	793	241
552	Motor vehicle dealers—used cars only	††	††	††	††	2	(D)	(D)	(D)	(D)
553	Auto and home supply stores	††	††	††	††	7	1 854	233	50	21
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	8	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	58	34 103	1 726	431	251
56	Apparel and accessory stores	††	††	††	††	32	10 224	1 651	394	210
561	Men's and boys' clothing and furnishings stores	††	††	††	††	6	1 468	280	78	30
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	12	3 369	469	110	70
562	Women's ready-to-wear stores	††	††	††	††	12	3 369	469	110	70
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	-	-	-	-	-
565	Family clothing stores	††	††	††	††	7	4 150	761	177	93
566	Shoe stores	††	††	††	††	7	1 237	141	29	17
564, 9	Other apparel and accessory stores	††	††	††	††	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores	††	††	††	††	23	4 806	849	187	80
5712	Furniture stores	††	††	††	††	5	1 585	238	52	20
5713, 4, 9	Home furnishing stores	††	††	††	††	3	429	107	28	15
572	Household appliance stores	††	††	††	††	7	1 616	312	66	29
573	Radio, television, and music stores	††	††	††	††	8	1 176	192	41	16
58	Eating and drinking places	††	††	††	††	193	49 497	14 374	2 390	2 685
5812	Eating places	††	††	††	††	133	41 930	12 835	2 036	2 300
5813	Drinking places (alcoholic beverages)	††	††	††	††	60	7 567	1 539	354	385
591	Drug and proprietary stores	††	††	††	††	14	7 920	1 192	301	160

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	WALWORTH COUNTY—Con.									
59 ex. 591	Miscellaneous retail stores ² -----	††	††	††	††	87	36 767	3 649	651	321
592	Liquor stores -----	††	††	††	††	19	7 107	401	85	68
593	Used merchandise stores -----	††	††	††	††	4	493	25	4	
594	Miscellaneous shopping goods stores -----	††	††	††	††	42	7 489	1 151	215	131
5941	Sporting goods stores and bicycle shops -----	††	††	††	††	10	2 830	323	67	26
5944	Jewelry stores -----	††	††	††	††	8	1 152	219	50	24
Other 594	Other miscellaneous shopping goods stores -----	††	††	††	††	24	3 507	609	98	81
596	Nonstore retailers ² -----	††	††	††	††	9	16 201	1 684	261	77
598	Fuel and ice dealers -----	††	††	††	††	2	(D)	(D)	(D)	(D)
5992	Florists -----	††	††	††	††	6	783	129	28	18
5993	Cigar stores and stands -----	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands -----	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c. -----	††	††	††	††	4	(D)	(D)	(D)	(D)
	WASHINGTON COUNTY									
	Retail trade ² -----	707	291 099	380	59	452	282 589	31 540	7 145	4 437
52	Building materials, hardware, garden supply, and mobile home dealers -----	††	††	††	††	27	18 909	2 304	534	220
521, 3	Building materials and supply stores -----	††	††	††	††	13	13 293	1 584	358	118
525	Hardware stores -----	††	††	††	††	10	4 550	593	148	89
526	Retail nurseries, lawn and garden supply stores -----	††	††	††	††	4	1 066	127	28	13
527	Mobile home dealers -----	††	††	††	††	-	-	-	-	-
53	General merchandise group stores -----	††	††	††	††	11	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{3 4} -----	††	††	††	††	3	18 467	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³ -----	††	††	††	††	3	(D)	(D)	(D)	(D)
533	Variety stores -----	††	††	††	††	4	1 531	220	54	47
539	Miscellaneous general merchandise stores -----	††	††	††	††	4	(D)	(D)	(D)	(D)
54	Food stores -----	††	††	††	††	41	79 252	7 503	1 695	732
541	Grocery stores -----	††	††	††	††	25	73 636	6 630	1 508	614
542	Meat and fish (seafood) markets -----	††	††	††	††	9	4 431	561	120	60
546	Retail bakeries -----	††	††	††	††	5	(D)	(D)	(D)	(D)
543, 4, 5, 9	Other food stores -----	††	††	††	††	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	††	††	††	††	22	33 660	2 644	657	201
551	Motor vehicle dealers—new and used cars -----	††	††	††	††	10	25 164	1 736	443	133
552	Motor vehicle dealers—used cars only -----	††	††	††	††	2	(D)	(D)	(D)	(D)
553	Auto and home supply stores -----	††	††	††	††	4	2 472	375	104	31
555, 6, 7, 9	Miscellaneous automotive dealers -----	††	††	††	††	6	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	††	††	††	††	39	31 667	1 582	364	222
56	Apparel and accessory stores -----	††	††	††	††	29	11 761	1 425	339	242
561	Men's and boys' clothing and furnishings stores -----	††	††	††	††	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	††	††	††	††	8	3 414	454	122	81
562	Women's ready-to-wear stores -----	††	††	††	††	8	3 414	454	122	81
563, 8	Women's accessory and specialty stores and furriers -----	††	††	††	††	-	-	-	-	-
565	Family clothing stores -----	††	††	††	††	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	††	††	††	††	10	3 244	422	92	61
564, 9	Other apparel and accessory stores -----	††	††	††	††	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	††	††	††	††	42	11 809	1 829	404	169
5712	Furniture stores -----	††	††	††	††	9	3 945	486	107	45
5713, 4, 9	Home furnishing stores -----	††	††	††	††	15	3 475	420	85	48
572	Household appliance stores -----	††	††	††	††	8	2 837	727	164	45
573	Radio, television, and music stores -----	††	††	††	††	10	1 552	196	48	31
58	Eating and drinking places -----	††	††	††	††	144	30 635	7 616	1 652	1 765
5812	Eating places -----	††	††	††	††	96	25 616	6 866	1 483	1 564
5813	Drinking places (alcoholic beverages) -----	††	††	††	††	48	5 019	750	169	201
591	Drug and proprietary stores -----	††	††	††	††	16	8 688	1 191	285	135
59 ex. 591	Miscellaneous retail stores ² -----	††	††	††	††	81	(D)	(D)	(D)	(D)
592	Liquor stores -----	††	††	††	††	16	6 064	356	84	73
593	Used merchandise stores -----	††	††	††	††	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	††	††	††	††	33	7 901	979	225	146
5941	Sporting goods stores and bicycle shops -----	††	††	††	††	12	2 919	287	53	30
5944	Jewelry stores -----	††	††	††	††	4	2 006	303	82	28
Other 594	Other miscellaneous shopping goods stores -----	††	††	††	††	17	2 976	389	90	88
596	Nonstore retailers ² -----	††	††	††	††	8	4 802	780	183	65
598	Fuel and ice dealers -----	††	††	††	††	4	(D)	(D)	(D)	(D)
5992	Florists -----	††	††	††	††	10	1 414	262	41	40
5993	Cigar stores and stands -----	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands -----	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c. -----	††	††	††	††	9	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprietorships (number)	Partnerships (number)					
	WAUKESHA COUNTY									
	Retail trade ²	2 135	1 381 345	1 068	126	1 457	1 356 348	151 355	35 184	18 469
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	104	60 615	8 858	1 893	836
521, 3	Building materials and supply stores	††	††	††	††	53	31 676	4 435	907	333
521	Lumber and other building materials dealers	††	††	††	††	39	28 025	3 821	764	290
523	Paint, glass, and wallpaper stores	††	††	††	††	14	3 651	614	143	43
525	Hardware stores	††	††	††	††	31	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	19	9 162	1 186	236	144
527	Mobile home dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	31	175 475	19 113	4 453	2 584
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	12	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	12	149 186	16 906	3 922	2 245
533	Variety stores	††	††	††	††	8	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	11	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	134	326 532	30 362	7 011	2 763
541	Grocery stores	††	††	††	††	84	314 830	28 131	6 515	2 416
542	Meat and fish (seafood) markets	††	††	††	††	9	5 246	827	182	83
546	Retail bakeries	††	††	††	††	17	3 143	886	202	154
5462	Retail bakeries—baking and selling	††	††	††	††	11	1 416	423	91	76
5463	Retail bakeries—selling only	††	††	††	††	6	1 727	463	111	78
543, 4, 5, 9	Other food stores	††	††	††	††	24	3 313	518	112	110
543	Fruit stores and vegetable markets	††	††	††	††	1	(D)	(D)	(D)	(D)
544	Candy, nut, and confectionery stores	††	††	††	††	9	(D)	(D)	(D)	(D)
545	Dairy products stores	††	††	††	††	6	681	114	19	16
549	Miscellaneous food stores	††	††	††	††	8	1 655	227	54	46
55 ex. 554	Automotive dealers	††	††	††	††	82	319 007	25 980	6 061	1 543
551	Motor vehicle dealers—new and used cars	††	††	††	††	37	281 328	22 172	5 230	1 188
552	Motor vehicle dealers—used cars only	††	††	††	††	6	3 880	487	138	44
553	Auto and home supply stores	††	††	††	††	21	21 736	1 992	431	176
553 pt.	Tire, battery, and accessory dealers	††	††	††	††	20	(D)	(D)	(D)	(D)
553 pt.	Other auto and home supply stores	††	††	††	††	1	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	18	12 063	1 329	262	135
555	Boat dealers	††	††	††	††	9	4 572	551	109	51
556	Recreational and utility trailer dealers	††	††	††	††	2	(D)	(D)	(D)	(D)
557	Motorcycle dealers	††	††	††	††	6	5 099	532	102	69
559	Automotive dealers, n.a.c.	††	††	††	††	1	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	153	140 568	6 881	1 672	850
56	Apparel and accessory stores	††	††	††	††	110	46 041	5 617	1 360	855
561	Men's and boys' clothing and furnishings stores	††	††	††	††	11	4 589	704	172	90
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	47	16 003	2 032	484	344
562	Women's ready-to-wear stores	††	††	††	††	42	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	5	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	16	13 255	1 425	342	200
566	Shoe stores	††	††	††	††	30	11 408	1 365	340	197
566 pt.	Men's shoe stores	††	††	††	††	3	406	64	14	6
566 pt.	Women's shoe stores	††	††	††	††	3	(D)	(D)	(D)	(D)
566 pt.	Children's and juveniles' shoe stores	††	††	††	††	1	(D)	(D)	(D)	(D)
566 pt.	Family shoe stores	††	††	††	††	23	9 989	1 145	303	169
564, 9	Other apparel and accessory stores	††	††	††	††	6	786	91	22	24
564	Children's and infants' wear stores	††	††	††	††	4	(D)	(D)	(D)	(D)
569	Miscellaneous apparel and accessory stores	††	††	††	††	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	103	40 726	6 862	1 674	620
5712	Furniture stores	††	††	††	††	26	15 514	2 786	712	257
5713, 4, 9	Home furnishing stores	††	††	††	††	27	11 689	1 761	448	165
5713	Floor covering stores	††	††	††	††	12	8 145	1 285	331	99
5714	Drapery, curtain, and upholstery stores	††	††	††	††	2	(D)	(D)	(D)	(D)
5719	Miscellaneous home furnishing stores	††	††	††	††	13	(D)	(D)	(D)	(D)
572	Household appliance stores	††	††	††	††	10	3 180	516	97	34
573	Radio, television, and music stores	††	††	††	††	40	10 343	1 799	417	164
5732	Radio and television stores	††	††	††	††	27	7 585	1 160	259	94
5733	Music stores	††	††	††	††	13	2 758	639	158	70
5733 pt.	Record shops	††	††	††	††	8	1 499	178	46	28
5733 pt.	Musical instrument stores	††	††	††	††	5	1 259	461	112	42
58	Eating and drinking places	††	††	††	††	391	109 324	28 466	6 443	6 069
5812	Eating places	††	††	††	††	265	94 531	25 575	5 795	5 484
5812 pt.	Restaurants and lunchrooms	††	††	††	††	152	61 687	18 583	4 301	3 757
5812 pt.	Cafeterias	††	††	††	††	1	(D)	(D)	(D)	(D)
5812 pt.	Refreshment places	††	††	††	††	92	29 369	6 068	1 297	1 507
5812 pt.	Other eating places	††	††	††	††	20	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)	††	††	††	††	126	14 793	2 891	648	585

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partnerships (number)					
	WAUKESHA COUNTY—Con.									
591	Drug and proprietary stores -----	††	††	††	††	50	34 747	5 178	1 240	666
591 pt.	Drug stores -----	49	(D)	(D)	(D)	(D)
591 pt.	Proprietary stores -----					1	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores ² -----	††	††	††	††	299	103 313	14 038	3 377	1 683
592	Liquor stores -----	††	††	††	††	50	25 826	1 469	343	211
593	Used merchandise stores -----	††	††	††	††	10	2 144	474	127	45
594	Miscellaneous shopping goods stores -----	††	††	††	††	121	28 851	4 306	984	667
5941	Sporting goods stores and bicycle shops -----	††	††	††	††	35	10 859	1 247	269	155
5941 pt.	General line sporting goods stores -----	15	4 503	503	127	82
5941 pt.	Specialty line sporting goods stores -----	20	6 356	744	142	73
5942	Book stores -----	††	††	††	††	9	(D)	(D)	(D)	(D)
5943	Stationery stores -----	††	††	††	††	3	1 015	187	51	28
5944	Jewelry stores -----	††	††	††	††	26	6 939	1 432	310	123
5945	Hobby, toy, and game shops -----	††	††	††	††	7	(D)	(D)	(D)	(D)
5946	Camera and photographic supply stores -----	††	††	††	††	3	565	71	18	11
5947	Gift, novelty, and souvenir shops -----	††	††	††	††	24	3 097	440	100	102
5948	Luggage and leather goods stores -----	††	††	††	††	2	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores -----	††	††	††	††	12	2 878	405	121	132
596	Nonstore retailers ² -----	††	††	††	††	43	22 597	4 712	1 170	421
5961	Mail order houses -----	††	††	††	††	10	4 609	775	179	65
5962	Automatic merchandising machine operators -----	††	††	††	††	14	12 965	3 200	812	243
5963	Direct selling establishments ² -----	††	††	††	††	19	5 023	737	179	113
598	Fuel and ice dealers -----	††	††	††	††	14	15 069	1 153	308	77
5983	Fuel oil dealers -----	††	††	††	††	12	(D)	(D)	(D)	(D)
5984	Liquefied petroleum gas (bottled gas) dealers -----	††	††	††	††	2	(D)	(D)	(D)	(D)
5982	Fuel and ice dealers, n.e.c. -----	††	††	††	††	-	-	-	-	-
5992	Florists -----	††	††	††	††	21	3 264	637	129	123
5993	Cigar stores and stands -----	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands -----	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c. -----	††	††	††	††	39	(D)	(D)	(D)	(D)
5999 pt.	Optical goods stores -----	12	2 207	602	142	41
5999 pt.	Pet shops -----	6	(D)	(D)	(D)	(D)
5999 pt.	Typewriter stores -----	2	(D)	(D)	(D)	(D)
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	19	2 935	614	154	80
	WAUPACA COUNTY									
	Retail trade ² -----	543	166 229	339	43	335	157 876	18 170	4 071	2 482
52	Building materials, hardware, garden supply, and mobile home dealers -----	††	††	††	††	25	7 695	1 435	297	130
521, 3	Building materials and supply stores -----	††	††	††	††	9	4 874	968	196	75
525	Hardware stores -----	††	††	††	††	14	2 414	402	92	50
526	Retail nurseries, lawn and garden supply stores -----	††	††	††	††	1	(D)	(D)	(D)	(D)
527	Mobile home dealers -----	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	††	††	††	††	14	15 691	1 268	314	165
531	Department stores (incl. leased depts.) ³ 4 -----	††	††	††	††	1	(D)	(D)	(D)	(D)
531	Department stores (excl. leased depts.) ³ -----	††	††	††	††	1	(D)	(D)	(D)	(D)
533	Variety stores -----	††	††	††	††	7	2 006	244	59	43
539	Miscellaneous general merchandise stores -----	††	††	††	††	6	(D)	(D)	(D)	(D)
54	Food stores -----	††	††	††	††	37	39 491	3 787	851	457
541	Grocery stores -----	††	††	††	††	23	37 770	3 380	763	385
542	Meat and fish (seafood) markets -----	††	††	††	††	1	(D)	(D)	(D)	(D)
546	Retail bakeries -----	††	††	††	††	7	593	170	41	36
543, 4, 5, 9	Other food stores -----	††	††	††	††	6	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	††	††	††	††	35	33 564	3 161	617	209
551	Motor vehicle dealers—new and used cars -----	††	††	††	††	16	27 764	2 552	484	154
552	Motor vehicle dealers—used cars only -----	††	††	††	††	4	1 900	143	34	11
553	Auto and home supply stores -----	††	††	††	††	4	1 746	204	44	19
555, 6, 7, 9	Miscellaneous automotive dealers -----	††	††	††	††	11	2 154	262	55	25
554	Gasoline service stations -----	††	††	††	††	26	16 185	815	195	107
56	Apparel and accessory stores -----	††	††	††	††	23	4 885	678	157	104
561	Men's and boys' clothing and furnishings stores -----	††	††	††	††	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	††	††	††	††	7	1 182	180	40	35
562	Women's ready-to-wear stores -----	††	††	††	††	6	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers -----	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores -----	††	††	††	††	7	2 521	355	83	55
566	Shoe stores -----	††	††	††	††	5	939	79	11	8
564, 9	Other apparel and accessory stores -----	††	††	††	††	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	††	††	††	††	17	5 125	934	245	95
5712	Furniture stores -----	††	††	††	††	8	2 777	478	119	43
5713, 4, 9	Home furnishing stores -----	††	††	††	††	2	(D)	(D)	(D)	(D)
572	Household appliance stores -----	††	††	††	††	4	1 696	356	107	32
573	Radio, television, and music stores -----	††	††	††	††	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partners- hips (number)					
	WAUPACA COUNTY—Con.									
58	Eating and drinking places	††	††	††	††	105	18 303	4 686	1 056	1 019
5812	Eating places	††	††	††	††	68	15 306	4 166	932	897
5813	Drinking places (alcoholic beverages)	††	††	††	††	37	2 997	520	124	122
591	Drug and proprietary stores	††	††	††	††	8	3 812	519	126	67
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	45	13 125	887	213	129
592	Liquor stores	††	††	††	††	9	2 607	149	37	27
593	Used merchandise stores	††	††	††	††	3	187	9	2	2
594	Miscellaneous shopping goods stores	††	††	††	††	21	2 848	293	78	56
5941	Sporting goods stores and bicycle shops	††	††	††	††	7	1 505	84	17	16
5944	Jewelry stores	††	††	††	††	6	724	128	40	19
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	8	619	81	21	21
596	Nonstore retailers ²	††	††	††	††	5	1 720	65	8	13
598	Fuel and ice dealers	††	††	††	††	5	5 506	303	76	22
5992	Florists	††	††	††	††	2	(D)	(D)	(D)	(D)
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	-	(D)	(D)	(D)	(D)
	WINNEBAGO COUNTY									
	Retail trade ²	1 145	565 269	566	81	830	554 255	70 469	15 937	9 454
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	35	20 658	2 728	619	246
521, 3	Building materials and supply stores	††	††	††	††	19	11 454	1 451	339	110
525	Hardware stores	††	††	††	††	11	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	4	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	15	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	6	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	6	47 179	5 776	1 348	793
533	Variety stores	††	††	††	††	5	1 852	294	78	51
539	Miscellaneous general merchandise stores	††	††	††	††	4	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	75	115 814	11 875	3 026	1 338
541	Grocery stores	††	††	††	††	44	109 467	10 466	2 715	1 085
542	Meat and fish (seafood) markets	††	††	††	††	2	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	15	2 988	957	214	175
543, 4, 5, 9	Other food stores	††	††	††	††	14	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	51	75 988	6 781	1 524	464
551	Motor vehicle dealers—new and used cars	††	††	††	††	18	60 641	4 974	1 176	326
552	Motor vehicle dealers—used cars only	††	††	††	††	10	2 544	217	38	22
553	Auto and home supply stores	††	††	††	††	11	4 140	622	129	52
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	12	8 663	968	181	64
554	Gasoline service stations	††	††	††	††	74	67 752	3 311	764	456
56	Apparel and accessory stores	††	††	††	††	67	30 103	3 908	850	619
561	Men's and boys' clothing and furnishings stores	††	††	††	††	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	26	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores	††	††	††	††	24	8 853	992	226	171
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	2	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	13	11 677	1 481	335	252
566	Shoe stores	††	††	††	††	21	6 041	782	172	134
564, 9	Other apparel and accessory stores	††	††	††	††	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	62	21 361	3 270	793	313
5712	Furniture stores	††	††	††	††	17	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	††	††	††	††	18	5 111	712	190	70
572	Household appliance stores	††	††	††	††	11	6 132	918	209	87
573	Radio, television, and music stores	††	††	††	††	16	(D)	(D)	(D)	(D)
58	Eating and drinking places	††	††	††	††	269	63 128	16 218	3 699	3 739
5812	Eating places	††	††	††	††	147	50 849	13 912	3 166	3 215
5813	Drinking places (alcoholic beverages)	††	††	††	††	122	12 279	2 306	533	524
591	Drug and proprietary stores	††	††	††	††	29	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprietorships (number)	Partnerships (number)					
	WINNEBAGO COUNTY—Con.									
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	153	88 744	13 595	2 568	1 095
592	Liquor stores	††	††	††	††	22	9 074	768	188	119
593	Used merchandise stores	††	††	††	††	10	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	††	††	††	††	64	(D)	(D)	(D)	(D)
5941	Sporting goods stores and bicycle shops	††	††	††	††	18	3 516	456	97	71
5944	Jewelry stores	††	††	††	††	10	2 403	454	110	47
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	36	(D)	(D)	(D)	(D)
596	Nonstore retailers ²	††	††	††	††	16	56 259	9 081	1 516	431
598	Fuel and ice dealers	††	††	††	††	4	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	9	(D)	(D)	(D)	(D)
5993	Cigar stores and stands	††	††	††	††	1	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	27	(D)	(D)	(D)	(D)
	WOOD COUNTY									
	Retail trade²	778	409 429	403	72	538	398 868	42 275	9 764	5 239
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	41	19 773	2 197	426	195
521, 3	Building materials and supply stores	††	††	††	††	22	12 501	1 267	228	102
525	Hardware stores	††	††	††	††	11	4 673	627	149	69
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	4	1 323	174	29	16
527	Mobile home dealers	††	††	††	††	4	1 276	129	20	8
53	General merchandise group stores	††	††	††	††	16	59 760	5 949	1 361	813
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	7	52 437	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	7	48 614	5 243	1 212	725
533	Variety stores	††	††	††	††	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	6	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	48	78 655	7 062	1 629	836
541	Grocery stores	††	††	††	††	30	76 310	6 712	1 545	770
542	Meat and fish (seafood) markets	††	††	††	††	4	973	104	25	13
546	Retail bakeries	††	††	††	††	7	410	89	19	20
543, 4, 5, 9	Other food stores	††	††	††	††	7	962	157	40	33
55 ex. 554	Automotive dealers	††	††	††	††	46	78 784	7 043	1 646	446
551	Motor vehicle dealers—new and used cars	††	††	††	††	23	67 827	5 770	1 401	337
552	Motor vehicle dealers—used cars only	††	††	††	††	4	(D)	(D)	(D)	(D)
553	Auto and home supply stores	††	††	††	††	12	4 351	660	129	56
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	7	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	42	25 373	1 190	288	161
56	Apparel and accessory stores	††	††	††	††	57	21 428	2 523	602	417
561	Men's and boys' clothing and furnishings stores	††	††	††	††	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	22	5 842	668	159	127
562	Women's ready-to-wear stores	††	††	††	††	20	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	2	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	10	10 591	1 144	259	183
566	Shoe stores	††	††	††	††	19	3 826	530	141	84
564, 9	Other apparel and accessory stores	††	††	††	††	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	36	12 475	2 036	522	188
5712	Furniture stores	††	††	††	††	10	4 725	692	148	65
5713, 4, 9	Home furnishing stores	††	††	††	††	8	2 542	367	95	40
572	Household appliance stores	††	††	††	††	7	2 637	524	160	33
573	Radio, television, and music stores	††	††	††	††	11	2 571	453	119	50
58	Eating and drinking places	††	††	††	††	144	30 578	7 131	1 612	1 460
5812	Eating places	††	††	††	††	84	24 697	6 035	1 385	1 252
5813	Drinking places (alcoholic beverages)	††	††	††	††	60	5 881	1 096	227	208
591	Drug and proprietary stores	††	††	††	††	12	6 815	973	241	127
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	96	65 227	6 171	1 437	596
592	Liquor stores	††	††	††	††	8	1 845	156	37	28
593	Used merchandise stores	††	††	††	††	5	966	286	55	25
594	Miscellaneous shopping goods stores	††	††	††	††	40	7 856	1 132	247	162
5941	Sporting goods stores and bicycle shops	††	††	††	††	10	2 438	277	57	30
5944	Jewelry stores	††	††	††	††	9	2 029	334	78	37
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	21	3 389	521	112	95
596	Nonstore retailers ²	††	††	††	††	18	42 994	3 238	750	247
598	Fuel and ice dealers	††	††	††	††	9	8 980	734	190	62
5992	Florists	††	††	††	††	4	813	199	43	24
5993	Cigar stores and stands	††	††	††	††	1	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	11	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 500 Establishments or More: 1982—Con.

¹Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.
²Excludes nonemployer direct sellers, SIC 5963.
³Includes sales from catalog order desks.
⁴Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 7. Summary Statistics for Places With 500 Establishments or More: 1982

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	APPLETON									
	Retail trade ²	544	308 902	247	36	423	304 482	39 441	9 283	5 235
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	13	5 660	933	218	88
521, 3	Building materials and supply stores	††	††	††	††	8	2 805	457	106	41
525	Hardware stores	††	††	††	††	3	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	2	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	-	-	-	-	-
53	General merchandise group stores	††	††	††	††	12	75 714	8 210	1 910	1 125
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	6	61 544	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	6	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	5	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	37	61 458	6 914	1 677	717
541	Grocery stores	††	††	††	††	21	57 833	5 919	1 462	562
542	Meat and fish (seafood) markets	††	††	††	††	1	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	7	1 940	705	155	114
543, 4, 5, 9	Other food stores	††	††	††	††	8	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	22	30 462	2 873	688	190
551	Motor vehicle dealers—new and used cars	††	††	††	††	7	18 692	1 649	422	107
552	Motor vehicle dealers—used cars only	††	††	††	††	5	5 648	367	79	22
553	Auto and home supply stores	††	††	††	††	7	3 795	563	117	46
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	3	2 327	294	70	15
554	Gasoline service stations	††	††	††	††	29	26 023	1 592	394	214
56	Apparel and accessory stores	††	††	††	††	55	16 257	2 316	582	312
561	Men's and boys' clothing and furnishings stores	††	††	††	††	6	2 773	415	114	39
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	23	7 279	999	264	156
562	Women's ready-to-wear stores	††	††	††	††	22	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	3	675	132	43	20
566	Shoe stores	††	††	††	††	18	4 857	690	147	86
564, 9	Other apparel and accessory stores	††	††	††	††	5	673	80	14	11
57	Furniture, home furnishings, and equipment stores	††	††	††	††	47	23 633	3 760	887	338
5712	Furniture stores	††	††	††	††	20	9 419	1 560	396	134
5713, 4, 9	Home furnishing stores	††	††	††	††	8	(D)	(D)	(D)	(D)
572	Household appliance stores	††	††	††	††	7	(D)	(D)	(D)	(D)
573	Radio, television, and music stores	††	††	††	††	12	9 532	1 368	297	126
58	Eating and drinking places	††	††	††	††	115	28 411	7 338	1 691	1 642
5812	Eating places	††	††	††	††	68	21 321	5 820	1 342	1 265
5813	Drinking places (alcoholic beverages)	††	††	††	††	47	7 090	1 518	349	377
591	Drug and proprietary stores	††	††	††	††	10	6 392	984	231	106
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	83	30 472	4 521	1 005	503
592	Liquor stores	††	††	††	††	6	5 316	213	52	34
593	Used merchandise stores	††	††	††	††	-	-	-	-	-
594	Miscellaneous shopping goods stores	††	††	††	††	41	9 510	1 659	329	200
5941	Sporting goods stores and bicycle shops	††	††	††	††	10	2 057	271	56	33
5944	Jewelry stores	††	††	††	††	8	1 881	640	103	47
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	23	5 572	748	170	120
596	Nonstore retailers ²	††	††	††	††	8	4 815	1 154	276	118
598	Fuel and ice dealers	††	††	††	††	3	5 642	226	59	17
5992	Florists	††	††	††	††	8	2 302	597	144	74
5993	Cigar stores and stands	††	††	††	††	1	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	15	2 647	650	142	58

See footnotes at end of table.

Table 7. **Summary Statistics for Places With 500 Establishments or More: 1982—Con.**

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partnerships (number)					
	EAU CLAIRE									
	Retail trade ²	575	408 378	226	25	450	405 240	48 064	11 500	7 331
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	17	19 522	2 414	535	146
521, 3	Building materials and supply stores	††	††	††	††	13	18 348	2 202	489	123
525	Hardware stores	††	††	††	††	3	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	1	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	-	-	-	-	-
53	General merchandise group stores	††	††	††	††	10	72 775	8 920	2 093	1 235
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	5	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	5	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	3	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	45	73 821	6 502	1 647	877
541	Grocery stores	††	††	††	††	31	70 661	5 857	1 506	775
542	Meat and fish (seafood) markets	††	††	††	††	2	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	8	(D)	(D)	(D)	(D)
543, 4, 5, 9	Other food stores	††	††	††	††	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	22	75 252	4 999	1 159	364
551	Motor vehicle dealers—new and used cars	††	††	††	††	8	61 603	3 366	796	223
552	Motor vehicle dealers—used cars only	††	††	††	††	2	(D)	(D)	(D)	(D)
553	Auto and home supply stores	††	††	††	††	8	6 059	965	217	94
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	4	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	46	37 209	1 468	336	218
56	Apparel and accessory stores	††	††	††	††	46	21 933	2 634	614	391
561	Men's and boys' clothing and furnishings stores	††	††	††	††	11	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	14	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores	††	††	††	††	13	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	5	(D)	(D)	(D)	(D)
566	Shoe stores	††	††	††	††	14	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	††	††	††	††	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	46	18 848	2 655	622	256
5712	Furniture stores	††	††	††	††	12	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	††	††	††	††	9	2 459	294	58	44
572	Household appliance stores	††	††	††	††	5	(D)	(D)	(D)	(D)
573	Radio, television, and music stores	††	††	††	††	20	(D)	(D)	(D)	(D)
58	Eating and drinking places	††	††	††	††	119	44 063	12 585	3 051	3 177
5812	Eating places	††	††	††	††	78	36 630	10 775	2 566	2 751
5813	Drinking places (alcoholic beverages)	††	††	††	††	41	7 433	1 810	485	426
591	Drug and proprietary stores	††	††	††	††	14	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	85	(D)	(D)	(D)	(D)
592	Liquor stores	††	††	††	††	6	4 303	233	64	75
593	Used merchandise stores	††	††	††	††	-	-	-	-	-
594	Miscellaneous shopping goods stores	††	††	††	††	42	(D)	(D)	(D)	(D)
5941	Sporting goods stores and bicycle shops	††	††	††	††	6	1 766	207	49	20
5944	Jewelry stores	††	††	††	††	7	4 237	913	235	65
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	29	(D)	(D)	(D)	(D)
596	Nonstore retailers ²	††	††	††	††	6	4 245	755	170	86
598	Fuel and ice dealers	††	††	††	††	4	8 827	472	94	28
5992	Florists	††	††	††	††	4	888	190	40	36
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	22	(D)	(D)	(D)	(D)
	GREEN BAY									
	Retail trade ²	945	528 522	408	61	727	520 994	70 046	16 292	9 336
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	33	23 186	3 314	733	222
521, 3	Building materials and supply stores	††	††	††	††	22	16 581	2 267	493	136
525	Hardware stores	††	††	††	††	8	3 558	728	200	68
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	-	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	3	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	18	104 868	13 549	3 044	1 773
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	11	105 295	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	11	99 447	12 815	2 863	1 667
533	Variety stores	††	††	††	††	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	5	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 7. Summary Statistics for Places With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	GREEN BAY—Con.									
54	Food stores	††	††	††	††	59	71 794	8 298	2 138	1 013
541	Grocery stores	††	††	††	††	30	65 417	6 828	1 793	786
542	Meat and fish (seafood) markets	††	††	††	††	2	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	12	2 987	989	237	160
543, 4, 5, 9	Other food stores	††	††	††	††	15	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	31	75 197	7 320	1 542	501
551	Motor vehicle dealers—new and used cars	††	††	††	††	10	61 870	5 519	1 160	368
552	Motor vehicle dealers—used cars only	††	††	††	††	3	(D)	(D)	(D)	(D)
553	Auto and home supply stores	††	††	††	††	14	7 087	1 379	297	98
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	4	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	53	55 007	2 275	556	294
56	Apparel and accessory stores	††	††	††	††	94	31 313	4 246	1 060	593
561	Men's and boys' clothing and furnishings stores	††	††	††	††	15	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	33	13 306	1 705	422	240
562	Women's ready-to-wear stores	††	††	††	††	29	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	4	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	8	3 658	435	96	62
566	Shoe stores	††	††	††	††	34	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	††	††	††	††	4	417	68	17	12
57	Furniture, home furnishings, and equipment stores	††	††	††	††	55	30 969	5 070	1 174	401
5712	Furniture stores	††	††	††	††	9	10 996	2 280	489	136
5713, 4, 9	Home furnishing stores	††	††	††	††	13	3 245	572	142	55
572	Household appliance stores	††	††	††	††	10	(D)	(D)	(D)	(D)
573	Radio, television, and music stores	††	††	††	††	23	(D)	(D)	(D)	(D)
58	Eating and drinking places	††	††	††	††	227	60 936	15 421	3 485	3 360
5812	Eating places	††	††	††	††	140	49 885	13 545	3 023	2 844
5813	Drinking places (alcoholic beverages)	††	††	††	††	87	11 051	1 876	462	516
591	Drug and proprietary stores	††	††	††	††	20	11 136	1 704	411	188
59 ex. 591	Miscellaneous retail stores²	††	††	††	††	137	56 588	8 849	2 149	991
592	Liquor stores	††	††	††	††	20	12 819	915	202	116
593	Used merchandise stores	††	††	††	††	4	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	††	††	††	††	70	22 535	3 847	966	483
5941	Sporting goods stores and bicycle shops	††	††	††	††	11	5 893	724	194	80
5944	Jewelry stores	††	††	††	††	15	6 544	1 157	283	107
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	44	10 098	1 966	489	296
596	Nonstore retailers ²	††	††	††	††	12	12 538	2 411	585	210
598	Fuel and ice dealers	††	††	††	††	3	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	6	(D)	(D)	(D)	(D)
5993	Cigar stores and stands	††	††	††	††	1	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	2	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	19	3 618	926	206	97
	JANESVILLE									
	Retail trade²	533	328 786	243	26	405	323 948	39 714	9 264	5 357
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	17	9 600	1 343	308	134
521, 3	Building materials and supply stores	††	††	††	††	9	4 366	526	120	48
525	Hardware stores	††	††	††	††	5	3 585	505	127	55
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	2	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	12	67 584	7 804	1 762	1 101
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	7	54 502	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	7	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	3	1 335	321	73	55
539	Miscellaneous general merchandise stores	††	††	††	††	2	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	36	70 252	7 501	1 853	695
541	Grocery stores	††	††	††	††	20	67 268	6 923	1 712	583
542	Meat and fish (seafood) markets	††	††	††	††	2	(D)	(D)	(D)	(D)
546	Retail bakeries	††	††	††	††	5	(D)	(D)	(D)	(D)
543, 4, 5, 9	Other food stores	††	††	††	††	9	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	22	47 352	4 284	955	264
551	Motor vehicle dealers—new and used cars	††	††	††	††	9	41 197	3 500	789	195
552	Motor vehicle dealers—used cars only	††	††	††	††	1	(D)	(D)	(D)	(D)
553	Auto and home supply stores	††	††	††	††	6	2 856	476	108	42
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	6	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	35	30 218	1 388	318	173

See footnotes at end of table.

Table 7. Summary Statistics for Places With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partnerships (number)					
	JANESVILLE—Con.									
56	Apparel and accessory stores.....	††	††	††	††	52	15 871	2 040	466	288
561	Men's and boys' clothing and furnishings stores	††	††	††	††	4	1 102	173	43	23
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	21	7 498	833	171	117
562	Women's ready-to-wear stores	††	††	††	††	19	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	2	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	6	2 236	334	64	45
566	Shoe stores	††	††	††	††	16	4 195	592	162	85
564, 9	Other apparel and accessory stores	††	††	††	††	5	840	108	26	18
57	Furniture, home furnishings, and equipment stores.....	††	††	††	††	29	12 428	1 801	417	185
5712	Furniture stores	††	††	††	††	8	4 753	899	198	82
5713, 4, 9	Home furnishing stores	††	††	††	††	6	2 252	265	72	32
572	Household appliance stores	††	††	††	††	4	1 200	204	54	21
573	Radio, television, and music stores	††	††	††	††	11	4 223	433	93	50
58	Eating and drinking places	††	††	††	††	103	32 208	8 748	2 064	1 968
5812	Eating places	††	††	††	††	72	25 686	7 218	1 706	1 692
5813	Drinking places (alcoholic beverages)	††	††	††	††	31	6 522	1 530	358	276
591	Drug and proprietary stores	††	††	††	††	14	8 339	1 248	293	139
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	85	30 096	3 557	828	410
592	Liquor stores	††	††	††	††	11	6 191	395	95	65
593	Used merchandise stores	††	††	††	††	6	1 643	283	56	35
594	Miscellaneous shopping goods stores	††	††	††	††	38	7 663	1 050	274	150
5941	Sporting goods stores and bicycle shops	††	††	††	††	12	2 878	343	76	41
5944	Jewelry stores	††	††	††	††	8	987	230	82	22
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	18	3 798	477	116	87
596	Nonstore retailers ²	††	††	††	††	9	6 642	1 090	223	77
598	Fuel and ice dealers	††	††	††	††	4	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	4	548	56	14	13
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	13	(D)	(D)	(D)	(D)
	KENOSHA									
	Retail trade ²	690	342 674	333	49	519	336 233	45 854	10 812	5 732
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	19	(D)	(D)	(D)	(D)
521, 3	Building materials and supply stores	††	††	††	††	6	3 556	721	165	43
525	Hardware stores	††	††	††	††	9	2 824	390	91	49
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	3	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	9	45 429	6 873	1 607	850
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	5	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	5	44 326	6 629	1 550	812
533	Variety stores	††	††	††	††	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	1	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	59	94 614	11 304	2 743	878
541	Grocery stores	††	††	††	††	35	(D)	(D)	(D)	(D)
542	Meat and fish (seafood) markets	††	††	††	††	4	1 859	231	48	16
546	Retail bakeries	††	††	††	††	8	1 551	457	104	85
543, 4, 5, 9	Other food stores	††	††	††	††	12	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	22	41 505	3 337	646	214
551	Motor vehicle dealers—new and used cars	††	††	††	††	5	(D)	(D)	(D)	(D)
552	Motor vehicle dealers—used cars only	††	††	††	††	6	(D)	(D)	(D)	(D)
553	Auto and home supply stores	††	††	††	††	6	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	5	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	48	43 718	2 009	488	238
56	Apparel and accessory stores	††	††	††	††	36	13 160	1 870	435	280
561	Men's and boys' clothing and furnishings stores	††	††	††	††	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	12	4 512	686	165	127
562	Women's ready-to-wear stores	††	††	††	††	11	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	6	2 421	464	107	54
566	Shoe stores	††	††	††	††	12	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	††	††	††	††	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores.....	††	††	††	††	41	13 810	2 682	693	265
5712	Furniture stores	††	††	††	††	15	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	††	††	††	††	10	(D)	(D)	(D)	(D)
572	Household appliance stores	††	††	††	††	3	(D)	(D)	(D)	(D)
573	Radio, television, and music stores	††	††	††	††	13	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 7. Summary Statistics for Places With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	KENOSHA—Con.									
58	Eating and drinking places	††	††	††	††	178	40 879	10 856	2 611	2 212
5812	Eating places	††	††	††	††	94	33 083	9 633	2 316	1 915
5813	Drinking places (alcoholic beverages)	††	††	††	††	84	7 796	1 223	295	297
591	Drug and proprietary stores	††	††	††	††	19	11 405	1 550	387	203
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	88	(D)	(D)	(D)	(D)
592	Liquor stores	††	††	††	††	9	(D)	(D)	(D)	(D)
593	Used merchandise stores	††	††	††	††	5	827	183	45	21
594	Miscellaneous shopping goods stores	††	††	††	††	43	(D)	(D)	(D)	(D)
5941	Sporting goods stores and bicycle shops	††	††	††	††	11	(D)	(D)	(D)	(D)
5944	Jewelry stores	††	††	††	††	6	1 621	429	74	40
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	26	4 931	924	171	116
596	Nonstore retailers ²	††	††	††	††	7	(D)	(D)	(D)	(D)
598	Fuel and ice dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	8	(D)	(D)	(D)	(D)
5993	Cigar stores and stands	††	††	††	††	1	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	2	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	12	(D)	(D)	(D)	(D)
	LA CROSSE									
	Retail trade ²	692	418 865	240	60	596	414 808	54 867	12 840	7 600
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	18	22 857	2 565	662	217
521, 3	Building materials and supply stores	††	††	††	††	11	18 855	1 925	484	159
525	Hardware stores	††	††	††	††	4	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	1	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	2	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	12	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	8	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	8	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	1	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	46	66 029	5 317	1 262	740
541	Grocery stores	††	††	††	††	26	62 436	4 526	1 090	592
542	Meat and fish (seafood) markets	††	††	††	††	3	738	65	15	11
546	Retail bakeries	††	††	††	††	5	(D)	(D)	(D)	(D)
543, 4, 5, 9	Other food stores	††	††	††	††	12	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	32	69 443	6 800	1 634	445
551	Motor vehicle dealers—new and used cars	††	††	††	††	10	58 735	5 241	1 260	316
552	Motor vehicle dealers—used cars only	††	††	††	††	6	(D)	(D)	(D)	(D)
553	Auto and home supply stores	††	††	††	††	12	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	4	2 424	303	63	40
554	Gasoline service stations	††	††	††	††	43	34 526	1 636	384	206
56	Apparel and accessory stores	††	††	††	††	82	25 925	4 081	977	680
561	Men's and boys' clothing and furnishings stores	††	††	††	††	10	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	32	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores	††	††	††	††	31	13 679	2 151	531	362
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	9	3 366	556	114	99
566	Shoe stores	††	††	††	††	25	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	††	††	††	††	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	57	26 467	4 711	1 097	422
5712	Furniture stores	††	††	††	††	15	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	††	††	††	††	16	5 355	1 010	216	109
572	Household appliance stores	††	††	††	††	7	6 023	1 496	364	104
573	Radio, television, and music stores	††	††	††	††	19	(D)	(D)	(D)	(D)
58	Eating and drinking places	††	††	††	††	183	47 454	12 597	2 783	2 781
5812	Eating places	††	††	††	††	100	38 931	10 754	2 373	2 374
5813	Drinking places (alcoholic beverages)	††	††	††	††	83	8 523	1 843	410	407
591	Drug and proprietary stores	††	††	††	††	13	10 364	1 570	385	184

See footnotes at end of table.

Table 7. Summary Statistics for Places With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprietorships (number)	Partnerships (number)					
	LA CROSSE—Con.									
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	110	(D)	(D)	(D)	(D)
592	Liquor stores	††	††	††	††	5	(D)	(D)	(D)	(D)
593	Used merchandise stores	††	††	††	††	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	††	††	††	††	63	14 285	2 325	545	338
5941	Sporting goods stores and bicycle shops	††	††	††	††	14	3 687	507	114	65
5944	Jewelry stores	††	††	††	††	10	(D)	(D)	(D)	(D)
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	39	(D)	(D)	(D)	(D)
596	Nonstore retailers ²	††	††	††	††	6	(D)	(D)	(D)	(D)
598	Fuel and ice dealers	††	††	††	††	6	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	8	(D)	(D)	(D)	(D)
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	21	3 333	764	182	77
	MADISON									
	Retail trade ²	1 642	1 065 123	534	96	1 352	1 056 615	140 736	33 599	19 759
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	42	33 668	4 960	1 202	456
521, 3	Building materials and supply stores	††	††	††	††	22	23 150	3 110	786	233
525	Hardware stores	††	††	††	††	12	7 844	1 311	311	175
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	7	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	28	181 921	21 745	5 220	3 222
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	18	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	18	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	7	4 073	729	210	157
539	Miscellaneous general merchandise stores	††	††	††	††	3	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	138	180 065	17 572	3 990	1 844
541	Grocery stores	††	††	††	††	82	168 365	15 479	3 518	1 453
542	Meat and fish (seafood) markets	††	††	††	††	7	2 071	265	65	68
546	Retail bakeries	††	††	††	††	15	2 742	886	207	173
543, 4, 5, 9	Other food stores	††	††	††	††	34	6 887	942	200	150
55 ex. 554	Automotive dealers	††	††	††	††	52	158 109	14 142	3 330	799
551	Motor vehicle dealers—new and used cars	††	††	††	††	14	121 657	10 309	2 494	513
552	Motor vehicle dealers—used cars only	††	††	††	††	5	1 851	122	25	2
553	Auto and home supply stores	††	††	††	††	19	24 174	2 679	607	180
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	14	10 427	1 032	204	91
554	Gasoline service stations	††	††	††	††	89	79 692	3 935	914	481
56	Apparel and accessory stores	††	††	††	††	186	77 155	10 657	2 641	1 434
561	Men's and boys' clothing and furnishings stores	††	††	††	††	22	10 784	1 922	451	200
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	66	30 373	4 427	1 207	654
562	Women's ready-to-wear stores	††	††	††	††	60	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	6	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	23	15 554	1 563	342	203
566	Shoe stores	††	††	††	††	62	18 038	2 347	547	322
564, 9	Other apparel and accessory stores	††	††	††	††	13	2 406	398	94	52
57	Furniture, home furnishings, and equipment stores	††	††	††	††	82	47 757	6 737	1 612	645
5712	Furniture stores	††	††	††	††	17	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	††	††	††	††	22	13 158	1 874	440	223
572	Household appliance stores	††	††	††	††	13	10 682	1 268	291	54
573	Radio, television, and music stores	††	††	††	††	30	(D)	(D)	(D)	(D)
58	Eating and drinking places	††	††	††	††	395	143 963	39 849	9 540	8 192
5812	Eating places	††	††	††	††	279	121 950	34 406	8 238	7 053
5813	Drinking places (alcoholic beverages)	††	††	††	††	116	22 013	5 443	1 302	1 144
591	Drug and proprietary stores	††	††	††	††	43	30 307	4 348	1 062	513
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	297	123 978	16 791	4 088	2 165
592	Liquor stores	††	††	††	††	41	16 575	1 416	316	213
593	Used merchandise stores	††	††	††	††	17	3 657	770	200	112
594	Miscellaneous shopping goods stores	††	††	††	††	151	63 731	9 134	2 209	1 203
5941	Sporting goods stores and bicycle shops	††	††	††	††	28	13 510	1 788	412	243
5944	Jewelry stores	††	††	††	††	21	13 690	2 331	630	213
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	102	36 531	5 015	1 167	733
596	Nonstore retailers ²	††	††	††	††	17	12 652	2 213	526	264
598	Fuel and ice dealers	††	††	††	††	9	16 417	772	225	89
5992	Florists	††	††	††	††	18	3 676	699	164	90
5993	Cigar stores and stands	††	††	††	††	3	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	40	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 7. Summary Statistics for Places With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partnerships (number)					
	MILWAUKEE									
	Retail trade ²	4 473	2 490 938	2 042	254	3 302	2 441 277	322 312	76 774	40 920
52	Building materials, hardware, garden supply, and mobile home dealers.....	††	††	††	††	105	78 760	10 445	2 520	979
521, 3	Building materials and supply stores.....	††	††	††	††	44	39 223	4 436	1 033	329
521	Lumber and other building materials dealers.....	††	††	††	††	29	30 095	3 292	756	229
523	Paint, glass, and wallpaper stores.....	††	††	††	††	15	9 128	1 144	277	100
525	Hardware stores.....	††	††	††	††	45	22 849	3 967	1 021	367
526	Retail nurseries, lawn and garden supply stores.....	††	††	††	††	15	(D)	(D)	(D)	(D)
527	Mobile home dealers.....	††	††	††	††	1	(D)	(D)	(D)	(D)
53	General merchandise group stores.....	††	††	††	††	44	286 772	35 543	8 517	5 134
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	23	287 786	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	23	270 419	32 742	7 874	4 685
533	Variety stores.....	††	††	††	††	18	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores.....	††	††	††	††	3	(D)	(D)	(D)	(D)
54	Food stores.....	††	††	††	††	349	596 020	59 249	14 682	5 750
541	Grocery stores.....	††	††	††	††	230	551 134	52 067	13 039	4 561
542	Meat and fish (seafood) markets.....	††	††	††	††	24	15 920	1 620	409	178
546	Retail bakeries.....	††	††	††	††	56	18 507	4 003	885	775
5462	Retail bakeries—baking and selling.....	††	††	††	††	33	8 487	2 395	518	480
5463	Retail bakeries—selling only.....	††	††	††	††	23	10 020	1 608	367	295
543, 4, 5, 9	Other food stores.....	††	††	††	††	39	10 459	1 559	349	236
543	Fruit stores and vegetable markets.....	††	††	††	††	3	(D)	(D)	(D)	(D)
544	Candy, nut, and confectionery stores.....	††	††	††	††	21	3 074	470	110	86
545	Dairy products stores.....	††	††	††	††	2	(D)	(D)	(D)	(D)
549	Miscellaneous food stores.....	††	††	††	††	13	2 994	459	98	71
55 ex. 554	Automotive dealers.....	††	††	††	††	128	295 177	28 790	6 970	1 701
551	Motor vehicle dealers—new and used cars.....	††	††	††	††	28	229 091	20 205	4 983	1 080
552	Motor vehicle dealers—used cars only.....	††	††	††	††	29	15 245	1 074	215	97
553	Auto and home supply stores.....	††	††	††	††	55	38 950	6 167	1 473	403
553 pt.	Tire, battery, and accessory dealers.....	††	††	††	††	54	(D)	(D)	(D)	(D)
553 pt.	Other auto and home supply stores.....	††	††	††	††	1	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers.....	††	††	††	††	16	11 891	1 344	299	121
555	Boat dealers.....	††	††	††	††	5	(D)	(D)	(D)	(D)
556	Recreational and utility trailer dealers.....	††	††	††	††	-	-	-	-	-
557	Motorcycle dealers.....	††	††	††	††	11	(D)	(D)	(D)	(D)
559	Automotive dealers, n.e.c.....	††	††	††	††	-	-	-	-	-
554	Gasoline service stations.....	††	††	††	††	254	235 327	10 749	2 671	1 364
56	Apparel and accessory stores.....	††	††	††	††	276	115 809	16 933	4 009	2 101
561	Men's and boys' clothing and furnishings stores.....	††	††	††	††	39	19 351	3 368	802	307
562, 3, 8	Women's clothing and specialty stores and furriers.....	††	††	††	††	94	49 198	6 712	1 552	950
562	Women's ready-to-wear stores.....	††	††	††	††	75	44 821	5 830	1 366	853
563, 8	Women's accessory and specialty stores and furriers.....	††	††	††	††	19	4 377	882	186	97
565	Family clothing stores.....	††	††	††	††	29	17 692	2 356	633	286
566	Shoe stores.....	††	††	††	††	91	26 705	3 974	913	480
566 pt.	Men's shoe stores.....	††	††	††	††	18	3 886	593	148	61
566 pt.	Women's shoe stores.....	††	††	††	††	29	8 017	1 300	298	167
566 pt.	Children's and juveniles' shoe stores.....	††	††	††	††	3	460	83	19	17
566 pt.	Family shoe stores.....	††	††	††	††	41	14 342	1 998	448	235
564, 9	Other apparel and accessory stores.....	††	††	††	††	23	2 863	503	109	78
564	Children's and infants' wear stores.....	††	††	††	††	2	(D)	(D)	(D)	(D)
569	Miscellaneous apparel and accessory stores.....	††	††	††	††	21	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores.....	††	††	††	††	229	130 669	20 474	4 722	1 768
5712	Furniture stores.....	††	††	††	††	62	42 759	7 513	1 617	598
5713, 4, 9	Home furnishing stores.....	††	††	††	††	54	25 146	4 431	1 108	393
5713	Floor covering stores.....	††	††	††	††	26	14 459	2 247	540	166
5714	Drapery, curtain, and upholstery stores.....	††	††	††	††	7	1 898	426	128	30
5719	Miscellaneous home furnishing stores.....	††	††	††	††	21	8 789	1 758	440	197
572	Household appliance stores.....	††	††	††	††	26	22 403	2 720	670	245
573	Radio, television, and music stores.....	††	††	††	††	87	40 361	5 810	1 327	532
5732	Radio and television stores.....	††	††	††	††	52	22 124	3 151	679	261
5733	Music stores.....	††	††	††	††	35	18 237	2 659	648	271
5733 pt.	Record shops.....	††	††	††	††	16	13 514	1 810	437	190
5733 pt.	Musical instrument stores.....	††	††	††	††	19	4 723	849	211	81
58	Eating and drinking places.....	††	††	††	††	1 195	343 900	90 235	20 916	16 398
5812	Eating places.....	††	††	††	††	715	282 543	76 781	17 544	13 868
5812 pt.	Restaurants and lunchrooms.....	††	††	††	††	351	149 306	43 849	10 209	7 963
5812 pt.	Cafeterias.....	††	††	††	††	6	(D)	(D)	(D)	(D)
5812 pt.	Refreshment places.....	††	††	††	††	285	103 619	24 569	5 697	4 783
5812 pt.	Other eating places.....	††	††	††	††	73	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages).....	††	††	††	††	480	61 357	13 454	3 372	2 530

See footnotes at end of table.

Table 7. Summary Statistics for Places With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	MILWAUKEE—Con.									
591	Drug and proprietary stores-----	††	††	††	††	124	91 145	13 582	3 187	1 616
591 pt.	Drug stores-----	107	75 948	11 508	2 758	1 288
591 pt.	Proprietary stores-----	17	15 197	2 074	429	328
59 ex. 591	Miscellaneous retail stores ² -----	††	††	††	††	598	267 698	36 312	8 580	4 109
592	Liquor stores-----	††	††	††	††	107	60 594	4 396	1 027	601
593	Used merchandise stores-----	††	††	††	††	50	12 220	2 744	654	363
594	Miscellaneous shopping goods stores-----	††	††	††	††	227	89 545	13 355	3 116	1 588
5941	Sporting goods stores and bicycle shops-----	††	††	††	††	49	20 992	3 396	809	315
5941 pt.	General line sporting goods stores-----	20	12 353	1 628	347	186
5941 pt.	Specialty line sporting goods stores-----	29	8 639	1 768	462	129
5942	Book stores-----	††	††	††	††	26	6 937	1 066	264	163
5943	Stationery stores-----	††	††	††	††	7	1 283	242	57	23
5944	Jewelry stores-----	††	††	††	††	50	25 270	4 168	942	360
5945	Hobby, toy, and game shops-----	††	††	††	††	12	(D)	(D)	(D)	(D)
5946	Camera and photographic supply stores-----	††	††	††	††	11	2 812	449	90	44
5947	Gift, novelty, and souvenir shops-----	††	††	††	††	51	8 392	1 460	330	238
5948	Luggage and leather goods stores-----	††	††	††	††	6	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores-----	††	††	††	††	15	7 351	1 093	250	188
596	Nonstore retailers ² -----	††	††	††	††	54	43 306	7 043	1 738	759
5961	Mail order houses-----	††	††	††	††	8	12 815	1 053	262	91
5962	Automatic merchandising machine operators-----	††	††	††	††	23	18 302	3 305	806	362
5963	Direct selling establishments ² -----	††	††	††	††	23	12 189	2 685	670	306
598	Fuel and ice dealers-----	††	††	††	††	9	(D)	(D)	(D)	(D)
5983	Fuel oil dealers-----	††	††	††	††	8	(D)	(D)	(D)	(D)
5984	Liquefied petroleum gas (bottled gas) dealers-----	††	††	††	††	1	(D)	(D)	(D)	(D)
5982	Fuel and ice dealers, n.e.c.-----	††	††	††	††	-	-	-	-	-
5992	Florists-----	††	††	††	††	48	6 431	1 423	343	225
5993	Cigar stores and stands-----	††	††	††	††	9	2 299	191	55	38
5994	News dealers and newsstands-----	††	††	††	††	4	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.-----	††	††	††	††	90	23 219	4 452	973	403
5999 pt.	Optical goods stores-----	24	5 412	1 318	305	95
5999 pt.	Pet shops-----	13	1 753	256	62	52
5999 pt.	Typewriter stores-----	2	(D)	(D)	(D)	(D)
5999 pt.	Other miscellaneous retail stores, n.e.c.-----	51	(D)	(D)	(D)	(D)
	OSHKOSH									
	Retail trade ² -----	545	319 804	248	36	416	315 491	43 669	9 457	5 549
52	Building materials, hardware, garden supply, and mobile home dealers-----	††	††	††	††	13	9 509	1 411	298	106
521, 3	Building materials and supply stores-----	††	††	††	††	10	(D)	(D)	(D)	(D)
525	Hardware stores-----	††	††	††	††	3	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores-----	††	††	††	††	-	-	-	-	-
527	Mobile home dealers-----	††	††	††	††	-	-	-	-	-
53	General merchandise group stores-----	††	††	††	††	7	42 372	4 881	1 140	623
531	Department stores (incl. leased depts.) ^{3 4} -----	††	††	††	††	4	40 099	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³ -----	††	††	††	††	4	(D)	(D)	(D)	(D)
533	Variety stores-----	††	††	††	††	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	††	††	††	††	1	(D)	(D)	(D)	(D)
54	Food stores-----	††	††	††	††	34	57 919	6 206	1 514	661
541	Grocery stores-----	††	††	††	††	20	54 735	5 443	1 344	530
542	Meat and fish (seafood) markets-----	††	††	††	††	2	(D)	(D)	(D)	(D)
546	Retail bakeries-----	††	††	††	††	7	1 372	452	98	81
543, 4, 5, 9	Other food stores-----	††	††	††	††	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers-----	††	††	††	††	26	37 964	3 678	821	250
551	Motor vehicle dealers—new and used cars-----	††	††	††	††	11	29 170	2 523	600	176
552	Motor vehicle dealers—used cars only-----	††	††	††	††	3	(D)	(D)	(D)	(D)
553	Auto and home supply stores-----	††	††	††	††	6	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers-----	††	††	††	††	6	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	††	††	††	††	35	26 956	1 592	357	200
56	Apparel and accessory stores-----	††	††	††	††	40	20 077	2 688	573	401
561	Men's and boys' clothing and furnishings stores-----	††	††	††	††	3	2 108	432	67	32
562, 3, 8	Women's clothing and specialty stores and furriers-----	††	††	††	††	14	6 181	682	163	94
562	Women's ready-to-wear stores-----	††	††	††	††	13	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers-----	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores-----	††	††	††	††	4	(D)	(D)	(D)	(D)
566	Shoe stores-----	††	††	††	††	16	5 139	649	141	110
564, 9	Other apparel and accessory stores-----	††	††	††	††	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	††	††	††	††	31	10 786	1 795	415	163
5712	Furniture stores-----	††	††	††	††	7	3 406	658	150	53
5713, 4, 9	Home furnishing stores-----	††	††	††	††	7	961	159	37	18
572	Household appliance stores-----	††	††	††	††	7	3 498	589	134	55
573	Radio, television, and music stores-----	††	††	††	††	10	2 921	389	94	37

See footnotes at end of table.

Table 7. Summary Statistics for Places With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	OSHKOSH—Con.									
58	Eating and drinking places	††	††	††	††	137	37 128	9 918	2 229	2 285
5812	Eating places	††	††	††	††	76	30 739	8 647	1 922	1 993
5813	Drinking places (alcoholic beverages)	††	††	††	††	61	6 389	1 271	307	292
591	Drug and proprietary stores	††	††	††	††	14	7 109	1 088	280	166
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	79	65 671	10 412	1 830	694
592	Liquor stores	††	††	††	††	8	2 653	228	55	31
593	Used merchandise stores	††	††	††	††	4	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	††	††	††	††	32	7 866	1 081	263	168
5941	Sporting goods stores and bicycle shops	††	††	††	††	8	1 920	206	51	30
5944	Jewelry stores	††	††	††	††	6	1 813	344	84	33
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	18	4 133	531	128	105
596	Nonstore retailers ²	††	††	††	††	10	(D)	(D)	(D)	(D)
598	Fuel and ice dealers	††	††	††	††	3	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	6	1 464	315	60	59
5993	Cigar stores and stands	††	††	††	††	1	(D)	(D)	(D)	(D)
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	15	(D)	(D)	(D)	(D)
	RACINE									
	Retail trade ²	800	442 537	355	65	626	436 227	56 292	13 274	7 519
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	22	14 961	2 468	496	213
521, 3	Building materials and supply stores	††	††	††	††	13	8 214	1 277	259	94
525	Hardware stores	††	††	††	††	6	(D)	(D)	(D)	(D)
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	3	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	-	-	-	-	-
53	General merchandise group stores	††	††	††	††	14	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	9	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	9	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	2	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	80	121 176	13 383	3 204	1 203
541	Grocery stores	††	††	††	††	53	113 917	11 615	2 785	949
542	Meat and fish (seafood) markets	††	††	††	††	6	2 696	401	93	34
546	Retail bakeries	††	††	††	††	9	(D)	(D)	(D)	(D)
543, 4, 5, 9	Other food stores	††	††	††	††	12	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	††	††	††	††	30	38 975	4 477	1 030	321
551	Motor vehicle dealers—new and used cars	††	††	††	††	7	(D)	(D)	(D)	(D)
552	Motor vehicle dealers—used cars only	††	††	††	††	6	3 652	248	56	21
553	Auto and home supply stores	††	††	††	††	11	9 311	1 334	301	96
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	6	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	43	33 938	1 664	419	253
56	Apparel and accessory stores	††	††	††	††	71	27 030	3 571	798	539
561	Men's and boys' clothing and furnishings stores	††	††	††	††	9	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	25	9 754	1 159	287	260
562	Women's ready-to-wear stores	††	††	††	††	22	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	3	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	7	(D)	(D)	(D)	(D)
566	Shoe stores	††	††	††	††	25	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	††	††	††	††	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	49	20 004	3 235	825	348
5712	Furniture stores	††	††	††	††	5	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	††	††	††	††	15	(D)	(D)	(D)	(D)
572	Household appliance stores	††	††	††	††	5	(D)	(D)	(D)	(D)
573	Radio, television, and music stores	††	††	††	††	24	7 275	865	220	95
58	Eating and drinking places	††	††	††	††	174	39 040	9 864	2 332	2 201
5812	Eating places	††	††	††	††	107	32 897	8 763	2 068	1 941
5813	Drinking places (alcoholic beverages)	††	††	††	††	67	6 143	1 101	264	260
591	Drug and proprietary stores	††	††	††	††	18	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 7. Summary Statistics for Places With 500 Establishments or More: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

SIC code	Geographic area and kind of business	All establishments ¹				Establishments with payroll ¹				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprie- torships (number)	Partner- ships (number)					
	RACINE—Con.									
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	125	43 583	5 339	1 258	702
592	Liquor stores	††	††	††	††	16	7 028	500	105	77
593	Used merchandise stores	††	††	††	††	6	1 011	275	66	49
594	Miscellaneous shopping goods stores	††	††	††	††	61	14 583	2 183	499	333
5941	Sporting goods stores and bicycle shops	††	††	††	††	11	(D)	(D)	(D)	(D)
5944	Jewelry stores	††	††	††	††	16	(D)	(D)	(D)	(D)
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	34	(D)	(D)	(D)	(D)
596	Nonstore retailers ²	††	††	††	††	10	4 259	1 062	268	100
598	Fuel and ice dealers	††	††	††	††	3	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	10	1 539	306	71	55
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	1	(D)	(D)	(D)	(D)
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	18	(D)	(D)	(D)	(D)
	WEST ALLIS									
	Retail trade ²	608	387 188	282	48	460	379 074	42 550	9 915	5 351
52	Building materials, hardware, garden supply, and mobile home dealers	††	††	††	††	28	16 087	2 062	483	210
521, 3	Building materials and supply stores	††	††	††	††	11	5 380	624	140	56
525	Hardware stores	††	††	††	††	9	7 198	1 058	258	117
526	Retail nurseries, lawn and garden supply stores	††	††	††	††	6	(D)	(D)	(D)	(D)
527	Mobile home dealers	††	††	††	††	2	(D)	(D)	(D)	(D)
53	General merchandise group stores	††	††	††	††	5	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{3 4}	††	††	††	††	2	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ³	††	††	††	††	2	(D)	(D)	(D)	(D)
533	Variety stores	††	††	††	††	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	††	††	††	††	1	(D)	(D)	(D)	(D)
54	Food stores	††	††	††	††	38	71 565	6 502	1 521	597
541	Grocery stores	††	††	††	††	22	67 321	5 842	1 372	475
542	Meat and fish (seafood) markets	††	††	††	††	3	1 151	89	23	16
546	Retail bakeries	††	††	††	††	9	2 506	462	99	87
543, 4, 5, 9	Other food stores	††	††	††	††	4	587	109	27	19
55 ex. 554	Automotive dealers	††	††	††	††	23	87 729	7 380	1 756	427
551	Motor vehicle dealers—new and used cars	††	††	††	††	10	80 592	6 490	1 571	358
552	Motor vehicle dealers—used cars only	††	††	††	††	4	(D)	(D)	(D)	(D)
553	Auto and home supply stores	††	††	††	††	7	3 180	469	98	32
555, 6, 7, 9	Miscellaneous automotive dealers	††	††	††	††	2	(D)	(D)	(D)	(D)
554	Gasoline service stations	††	††	††	††	47	43 018	1 914	471	249
56	Apparel and accessory stores	††	††	††	††	15	8 006	1 217	278	133
561	Men's and boys' clothing and furnishings stores	††	††	††	††	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	††	††	††	††	5	1 602	246	44	42
562	Women's ready-to-wear stores	††	††	††	††	4	(D)	(D)	(D)	(D)
563, 8	Women's accessory and specialty stores and furriers	††	††	††	††	1	(D)	(D)	(D)	(D)
565	Family clothing stores	††	††	††	††	1	(D)	(D)	(D)	(D)
566	Shoe stores	††	††	††	††	5	1 570	217	50	21
564, 9	Other apparel and accessory stores	††	††	††	††	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	††	††	††	††	43	28 214	3 898	999	332
5712	Furniture stores	††	††	††	††	6	10 688	1 646	466	137
5713, 4, 9	Home furnishing stores	††	††	††	††	12	4 870	799	188	79
572	Household appliance stores	††	††	††	††	7	5 243	316	75	32
573	Radio, television, and music stores	††	††	††	††	18	7 413	1 137	270	84
58	Eating and drinking places	††	††	††	††	163	39 989	9 774	2 211	2 191
5812	Eating places	††	††	††	††	89	31 617	8 312	1 839	1 808
5813	Drinking places (alcoholic beverages)	††	††	††	††	74	8 372	1 462	372	383
591	Drug and proprietary stores	††	††	††	††	20	9 779	1 483	362	204
59 ex. 591	Miscellaneous retail stores ²	††	††	††	††	78	(D)	(D)	(D)	(D)
592	Liquor stores	††	††	††	††	16	9 165	677	135	90
593	Used merchandise stores	††	††	††	††	3	754	197	46	11
594	Miscellaneous shopping goods stores	††	††	††	††	30	14 011	2 303	513	252
5941	Sporting goods stores and bicycle shops	††	††	††	††	6	2 409	356	85	29
5944	Jewelry stores	††	††	††	††	11	3 607	856	202	70
Other 594	Other miscellaneous shopping goods stores	††	††	††	††	13	7 995	1 091	226	153
596	Nonstore retailers ²	††	††	††	††	9	3 209	725	173	85
598	Fuel and ice dealers	††	††	††	††	2	(D)	(D)	(D)	(D)
5992	Florists	††	††	††	††	8	1 713	294	64	50
5993	Cigar stores and stands	††	††	††	††	-	-	-	-	-
5994	News dealers and newsstands	††	††	††	††	-	-	-	-	-
5999	Miscellaneous retail stores, n.e.c.	††	††	††	††	10	3 610	909	204	66

See footnotes at end of table.

Table 7. **Summary Statistics for Places With 500 Establishments or More: 1982—Con.**

¹Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

²Excludes nonemployer direct sellers, SIC 5963.

³Includes sales from catalog order desks.

⁴Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 8. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas

Geographic area	All establishments ^{1 2}				Establishments with payroll ¹						Kind-of-business groups (establishments with payroll)			
	Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (no.)	Building materials, hardware, garden supply, and mobile home dealers (SIC 52)		General merchandise group stores (SIC 53)		
			Individual proprietorships (no.)	Partnerships (no.)						Number	Sales (\$1,000)	Number	Sales (\$1,000)	
1 Wisconsin.....	42 747	20 553 996	22 943	2 860	29 966	20 028 339	2 398 889	556 776	318 432	1 805	1 022 478	739	2 409 429	
2 Adams County	92	23 618	57	8	53	21 765	2 185	471	290	3	(D)	3	1 587	
3 Ashland County	242	74 941	171	11	148	69 384	7 668	1 740	1 011	13	5 293	4	5 830	
4 Ashland	132	59 702	83	7	103	57 985	6 502	1 523	878	6	1 474	3	(D)	
5 Balance of county	110	15 239	88	4	45	11 399	1 166	217	133	7	3 819	1	(D)	
6 Barron County	488	174 189	280	27	354	168 481	17 826	3 989	2 507	25	13 241	12	16 998	
7 Barron	44	23 596	21	2	40	(D)	(D)	(D)	(D)	3	1 545	1	(D)	
8 Rice Lake	169	84 069	77	11	139	82 556	8 680	1 931	1 216	9	4 050	6	14 265	
9 Balance of county	275	66 524	182	14	175	(D)	(D)	(D)	(D)	13	7 646	5	(D)	
10 Bayfield County	170	29 369	108	12	107	26 807	3 476	714	547	7	2 891	4	1 030	
11 Brown County	1 570	875 583	755	106	1 138	858 238	109 416	25 625	14 628	60	40 735	31	170 265	
12 Ashwaubenon Δ	136	146 037	38	6	118	145 576	18 605	4 379	2 295	5	1 515	4	(D)	
13 De Pere	139	63 686	77	10	99	61 820	7 553	1 765	1 285	4	4 998	3	(D)	
14 Green Bay	945	528 522	408	61	727	520 994	70 046	16 292	9 336	33	23 186	18	104 868	
15 Howard	75	45 953	37	8	52	44 313	4 414	1 029	568	4	7 854	2	(D)	
16 Balance of county	275	91 385	195	21	142	85 535	8 798	2 160	1 144	14	3 182	4	(D)	
17 Buffalo County	134	31 656	95	4	95	30 046	3 039	676	537	7	2 058	1	(D)	
18 Mondovi	36	10 881	23	2	30	10 646	1 208	270	189	3	(D)	1	(D)	
19 Balance of county	98	20 775	72	2	65	19 400	1 831	406	348	4	(D)	-	-	
20 Burnett County	152	38 141	93	12	102	35 141	3 218	631	471	8	5 295	6	1 526	
21 Calumet County	262	87 175	181	15	164	83 271	9 197	2 167	1 410	13	5 189	6	(D)	
22 Appleton (part) Δ	13	16 815	7	1	10	16 398	1 743	359	228	-	-	1	(D)	
23 Brillion	39	16 431	28	1	28	16 011	1 584	420	232	3	(D)	1	(D)	
24 Chilton	82	28 841	48	6	58	27 751	3 079	726	481	2	(D)	3	(D)	
25 Kiel (part) Δ	4	304	3	-	2	(D)	(D)	(D)	(D)	-	-	-	(D)	
26 New Holstein	42	11 610	28	3	25	11 103	1 495	387	234	3	1 249	1	(D)	
27 Balance of county	82	13 174	67	4	41	(D)	(D)	(D)	(D)	5	2 997	-	-	
28 Chippewa County	520	202 325	359	37	324	195 294	18 313	4 203	2 489	29	14 798	8	9 232	
29 Bloomer	49	20 639	35	5	40	20 424	1 725	374	239	4	889	1	(D)	
30 Chippewa Falls	173	108 208	92	18	138	106 981	9 749	2 311	1 389	8	4 744	4	7 753	
31 Eau Claire (part) Δ	8	11 307	4	-	6	(D)	(D)	(D)	(D)	2	(D)	-	-	
32 Balance of county	290	62 171	228	14	140	(D)	(D)	(D)	(D)	15	(D)	3	(D)	
33 Clark County	330	74 721	256	18	199	70 289	7 410	1 747	1 050	20	7 558	11	3 519	
34 Neillsville	48	19 110	36	2	35	18 608	1 767	485	219	2	(D)	3	(D)	
35 Balance of county	282	55 611	220	16	164	51 681	5 643	1 262	831	18	(D)	8	(D)	
36 Columbia County	573	187 806	339	43	420	180 685	22 612	4 611	2 846	25	15 116	10	5 005	
37 Columbus	61	16 759	43	6	47	15 863	1 821	445	283	4	(D)	1	(D)	
38 Portage	163	74 416	78	11	138	73 018	8 606	1 920	1 219	6	(D)	4	3 858	
39 Wisconsin Dells (part) Δ	100	25 665	42	11	84	25 297	3 606	609	297	5	3 330	1	(D)	
40 Balance of county	249	70 966	176	15	151	66 507	8 579	1 637	1 047	10	6 004	4	(D)	
41 Crawford County	183	58 127	126	7	118	54 865	6 376	1 395	947	8	3 786	6	4 282	
42 Prairie du Chien	96	46 586	49	6	82	45 650	5 445	1 205	786	5	(D)	6	4 282	
43 Balance of county	87	11 541	77	1	36	9 215	931	190	161	3	(D)	-	-	
44 Dane County	2 824	1 783 865	1 142	195	2 183	1 761 572	221 903	51 996	29 383	101	64 732	44	208 102	
45 De Forest	30	16 683	18	3	16	16 257	1 348	249	183	1	(D)	1	(D)	
46 McFarland	34	11 340	20	2	21	10 566	1 023	236	170	2	(D)	1	(D)	
47 Madison	1 642	1 065 123	534	96	1 352	1 056 615	140 736	33 599	19 759	42	33 668	28	181 921	
48 Middleton	126	52 455	56	10	90	51 691	6 569	1 589	926	8	2 793	1	(D)	
49 Monona	108	71 143	39	8	91	70 699	8 519	2 063	1 268	3	(D)	2	(D)	
50 Mount Horeb	41	15 741	23	1	28	15 342	1 734	367	230	1	(D)	2	(D)	
51 Oregon	51	16 961	34	4	29	16 517	1 828	437	305	3	(D)	1	(D)	
52 Stoughton	114	49 523	57	12	79	47 925	4 976	1 158	685	8	3 353	3	(D)	
53 Sun Prairie	128	81 598	74	9	90	80 731	11 391	2 317	1 052	6	2 039	1	(D)	
54 Verona	49	16 287	33	4	24	15 275	1 603	370	192	3	(D)	-	-	
55 Waunakee	47	14 909	26	8	30	14 541	1 581	354	279	3	(D)	1	(D)	
56 Balance of county	454	372 102	228	38	333	365 413	40 595	9 257	4 334	21	12 759	3	342	
57 Dodge County	672	230 844	436	41	427	220 326	24 857	5 809	3 559	33	20 636	13	32 320	
58 Beaver Dam	207	113 125	92	13	170	111 065	12 788	3 026	1 749	11	5 273	6	(D)	
59 Horicon	41	9 679	30	-	27	8 928	869	188	130	2	(D)	1	(D)	
60 Mayville	56	19 016	38	4	41	18 207	1 850	470	243	4	(D)	2	(D)	
61 Watertown (part) Δ	29	9 775	17	2	21	9 546	1 070	265	127	4	1 973	-	-	
62 Waupun (part) Δ	43	13 895	32	3	27	13 075	1 480	364	282	2	(D)	-	-	
63 Balance of county	296	65 354	227	19	141	59 505	6 800	1 496	1 028	10	11 584	4	(D)	
64 Door County	405	119 594	262	50	261	114 604	13 717	2 860	1 951	18	10 245	6	8 359	
65 Sturgeon Bay	158	75 944	82	20	122	75 172	8 234	1 925	1 127	9	4 106	5	(D)	
66 Balance of county	247	43 650	180	30	139	39 432	5 483	935	824	9	6 139	1	(D)	
67 Douglas County	461	187 905	206	29	345	182 648	22 270	5 279	3 237	22	16 515	7	15 238	
68 Superior	326	165 022	122	21	272	162 772	19 973	4 768	2 872	15	12 610	6	(D)	
69 Balance of county	135	22 883	84	8	73	19 876	2 297	511	365	7	3 905	1	(D)	
70 Dunn County	286	106 969	174	9	206	103 329	10 794	2 473	1 943	14	5 286	6	10 273	
71 Menomonie	146	87 870	59	5	127	87 219	8 989	2 073	1 544	6	2 929	5	(D)	
72 Balance of county	140	19 099	115	4	79	16 110	1 805	400	399	8	2 357	1	(D)	
73 Eau Claire County	713	443 739	329	28	538	438 131	51 584	12 375	7 885	18	28 347	13	73 020	
74 Altoona	20	3 947	16	1	13	3 500	435	101	82	1	(D)	-	-	
75 Eau Claire (part) Δ	587	397 071	222	25	444	(D)	(D)	(D)	(D)	15	(D)	10	72 775	
76 Balance of county	126	42 721	91	2	81	(D)	(D)	(D)	(D)	2	(D)	3	245	
77 Florence County	46	6 688	28	4	25	5 902	711	153	141	1	(D)	-	-	

See footnotes at end of table.

followed by Δ, see appendix F]

Kind-of-business groups (establishments with payroll)—Con.

Food stores (SIC 54)		Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture, home furnishings, and equipment stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores ² (SIC 59 ex. 591)	
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
3 107	4 477 611	1 844	3 432 489	2 701	2 110 502	2 413	832 459	1 879	841 723	9 493	2 166 675	961	545 741	5 024	2 189 232
8	7 583	4	3 985	6	3 074	3	200	2	(D)	16	2 417	2	(D)	6	(D)
13	13 588	8	11 475	20	8 043	11	4 075	6	1 537	39	6 479	6	1 912	28	11 152
6	11 270	5	10 114	13	6 585	11	(D)	6	1 537	25	5 492	4	(D)	24	(D)
7	2 318	3	1 361	7	1 458	-	(D)	-	-	14	987	2	(D)	4	(D)
46	32 549	39	37 766	29	19 785	22	6 538	20	4 374	102	16 483	12	5 471	47	15 276
6	(D)	5	7 421	4	2 971	1	(D)	2	(D)	9	1 211	2	(D)	7	(D)
12	11 303	17	21 801	10	7 829	17	(D)	13	(D)	27	6 954	5	2 826	23	5 444
28	(D)	17	8 544	15	8 985	4	405	5	1 073	66	8 318	5	(D)	17	(D)
11	8 560	3	(D)	8	3 067	4	254	1	(D)	52	5 887	3	928	14	(D)
104	140 118	82	156 494	85	82 120	131	43 728	93	43 838	360	94 493	28	14 740	184	71 707
12	25 950	9	40 002	4	3 668	23	8 345	19	8 043	26	13 564	1	(D)	15	(D)
8	(D)	2	(D)	8	10 150	8	(D)	12	(D)	36	8 317	3	(D)	15	3 920
59	71 794	31	75 197	53	55 007	94	31 313	55	30 969	227	60 936	20	11 136	137	56 588
5	(D)	6	(D)	6	4 219	1	(D)	1	(D)	22	4 064	1	(D)	4	3 876
20	21 641	14	25 834	14	9 076	5	1 943	6	2 776	49	7 612	3	(D)	13	(D)
18	8 454	5	4 616	8	3 649	1	(D)	5	(D)	36	4 399	3	1 060	11	4 740
5	(D)	2	(D)	2	(D)	1	(D)	2	(D)	9	991	2	(D)	3	224
13	(D)	3	(D)	6	(D)	-	-	3	(D)	27	3 408	1	(D)	8	4 516
11	9 020	8	6 748	8	4 151	2	(D)	2	(D)	41	4 415	3	(D)	13	2 576
26	21 690	11	16 540	13	6 749	11	1 619	8	2 033	56	9 763	5	(D)	15	3 814
2	(D)	1	(D)	-	-	-	-	-	-	4	(D)	-	-	2	(D)
5	(D)	2	(D)	2	(D)	2	(D)	3	(D)	6	800	1	(D)	3	403
8	4 284	4	(D)	6	3 699	6	881	4	(D)	19	3 479	2	(D)	4	(D)
-	(D)	-	-	-	-	-	-	-	-	2	(D)	-	-	-	-
4	(D)	1	(D)	2	(D)	2	(D)	-	-	8	1 875	1	(D)	3	(D)
7	2 300	3	(D)	3	993	1	(D)	1	(D)	17	(D)	1	(D)	3	(D)
34	34 706	32	53 498	27	19 556	16	4 466	13	3 842	108	15 626	9	4 352	48	35 218
6	3 401	5	10 930	2	(D)	2	(D)	1	(D)	14	1 754	1	(D)	4	(D)
12	19 796	9	22 192	11	10 711	12	4 137	7	2 410	40	8 565	5	2 608	30	24 064
-	-	1	(D)	-	-	-	-	-	-	1	(D)	-	-	12	(D)
16	11 509	17	(D)	14	(D)	2	(D)	5	(D)	53	(D)	3	(D)	12	8 452
23	21 686	15	15 292	16	5 174	8	600	10	1 861	62	6 598	7	2 597	27	5 404
4	(D)	3	8 389	5	1 985	1	(D)	2	(D)	9	1 084	2	(D)	4	1 065
19	(D)	12	6 903	11	3 189	7	(D)	8	(D)	53	5 514	5	(D)	23	4 339
40	39 391	21	31 762	46	29 471	30	6 997	17	3 840	147	23 906	13	5 111	71	20 086
4	(D)	2	(D)	4	2 657	4	1 121	6	519	17	2 339	2	(D)	3	(D)
8	(D)	7	14 480	22	(D)	17	4 446	7	2 719	37	8 996	5	2 708	25	5 136
9	5 001	2	(D)	4	(D)	6	970	-	-	29	3 852	3	(D)	25	4 440
19	16 796	10	9 627	16	12 864	3	460	4	602	64	8 719	3	(D)	18	(D)
17	15 304	8	14 513	8	3 832	7	2 567	5	1 554	45	6 084	3	1 262	11	1 681
8	12 167	6	(D)	5	2 597	7	2 567	5	(D)	27	4 705	3	1 262	10	(D)
9	3 137	2	(D)	3	1 235	-	-	-	(D)	18	1 379	-	-	1	(D)
241	317 819	102	311 492	180	170 182	221	84 705	133	156 906	628	206 156	74	42 795	459	198 683
2	(D)	-	-	4	4 793	-	-	-	-	5	925	2	(D)	1	(D)
1	(D)	-	-	4	4 251	-	-	1	(D)	8	1 445	1	(D)	3	(D)
138	180 065	52	158 109	89	79 692	186	77 155	82	47 757	395	143 963	43	30 307	297	123 978
11	19 310	7	8 800	7	4 705	3	(D)	6	2 116	25	7 150	5	2 329	17	3 311
9	13 405	6	3 015	11	13 450	3	329	3	(D)	29	8 539	3	987	22	8 249
4	5 087	1	(D)	2	(D)	3	250	-	-	4	1 241	1	(D)	10	1 803
2	(D)	2	(D)	5	3 297	1	(D)	1	(D)	8	3 039	1	(D)	5	819
9	13 672	4	12 804	7	5 764	5	1 103	4	841	15	3 413	3	(D)	21	3 631
13	19 509	6	8 904	9	7 932	7	1 989	6	434	24	6 175	3	1 791	15	(D)
5	(D)	-	(D)	3	(D)	-	-	-	(D)	8	847	-	-	3	(D)
4	(D)	-	-	6	4 212	2	-	2	(D)	7	1 722	1	(D)	4	(D)
43	41 970	22	109 202	33	38 639	11	2 708	28	103 557	100	27 697	11	3 839	61	24 700
39	51 452	34	33 775	35	21 367	43	11 425	20	5 223	134	19 638	13	4 786	63	19 704
7	20 811	16	21 476	12	9 125	29	8 577	11	3 583	40	9 396	5	(D)	33	6 907
4	(D)	2	(D)	2	(D)	2	(D)	1	(D)	8	482	1	(D)	4	(D)
3	(D)	3	(D)	2	(D)	4	480	3	607	15	1 182	1	(D)	4	1 839
4	2 668	2	(D)	3	(D)	-	-	-	-	4	616	1	(D)	3	(D)
2	(D)	-	-	5	3 755	4	-	2	(D)	10	1 902	1	(D)	1	(D)
19	12 919	11	5 171	11	5 605	4	1 161	3	663	57	6 060	4	1 567	18	(D)
32	29 539	12	15 353	19	13 271	22	3 296	11	2 844	79	19 428	5	1 972	57	10 297
10	20 207	9	(D)	11	7 731	13	2 034	5	1 835	29	7 143	5	1 972	26	7 753
22	9 332	3	(D)	8	5 540	9	1 262	6	1 009	50	12 285	-	-	31	2 544
37	36 686	16	23 938	27	20 102	27	7 934	12	3 464	134	28 456	9	5 020	54	25 295
28	33 327	16	23 938	20	(D)	27	7 934	11	(D)	92	22 276	9	5 020	48	21 978
9	3 359	-	-	7	(D)	-	-	1	(D)	42	6 180	-	-	6	3 317
20	25 271	11	17 543	25	16 939	14	3 968	11	2 040	70	12 143	6	3 436	29	6 430
8	22 244	7	14 482	15	15 027	12	(D)	10	(D)	33	8 147	5	(D)	26	6 068
12	3 027	4	3 061	10	1 912	2	(D)	1	(D)	37	3 996	1	(D)	3	362
58	80 809	32	77 700	55	44 378	50	22 573	52	21 039	156	47 754	16	9 313	88	33 198
2	(D)	-	(D)	1	(D)	1	(D)	-	-	6	593	-	-	2	(D)
45	73 821	21	(D)	46	37 209	46	21 933	46	18 848	118	(D)	14	(D)	83	(D)
11	(D)	11	(D)	8	(D)	3	(D)	6	2 191	32	(D)	2	(D)	3	1 413
2	(D)	2	(D)	1	(D)	-	-	-	-	17	1 894	1	(D)	1	(D)

Table 8. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas

	Geographic area	All establishments ^{1 2}				Establishments with payroll ¹					Kind-of-business groups (establishments with payroll)			
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (no.)	Building materials, hardware, garden supply, and mobile home dealers (SIC 52)		General merchandise group stores (SIC 53)	
				Individual proprietorships (no.)	Partnerships (no.)						Number	Sales (\$1,000)	Number	Sales (\$1,000)
Wisconsin—Con.														
1	Fond du Lac County -----	797	379 939	425	51	554	370 306	43 307	9 995	6 072	27	14 408	14	49 930
2	Fond du Lac -----	437	267 548	188	24	334	264 194	31 207	7 240	4 250	13	8 057	9	44 676
3	North Fond du Lac -----	24	6 183	17	1	15	5 792	757	168	79	1	(D)	-	-
4	Ripon -----	83	38 245	38	8	61	37 352	4 748	1 057	644	4	1 601	2	(D)
5	Waupun (part) Δ -----	44	21 912	26	2	36	21 011	2 141	517	373	3	(D)	2	(D)
6	Balance of county -----	209	46 051	156	16	108	41 957	4 454	1 013	726	6	2 565	1	(D)
7	Forest County -----	109	15 316	85	6	60	12 967	1 443	316	220	4	1 555	3	606
8	Grant County -----	563	176 843	386	58	368	166 070	17 966	4 052	2 562	38	15 613	11	9 209
9	Boscobel -----	56	26 528	34	5	47	25 851	2 555	590	294	5	2 266	3	(D)
10	Lancaster -----	57	27 087	41	3	44	26 807	2 867	647	352	3	2 515	2	(D)
11	Platteville -----	117	60 316	65	10	96	59 120	6 655	1 459	909	6	3 325	3	(D)
12	Balance of county -----	333	62 912	246	40	181	54 292	5 889	1 356	1 007	24	7 507	3	(D)
13	Green County -----	336	200 956	182	39	246	196 281	23 942	4 859	2 372	18	6 916	8	6 502
14	Brodhead -----	37	12 201	21	4	25	11 818	1 311	164	3	3	(D)	1	(D)
15	Monroe -----	171	161 456	81	20	144	159 241	19 330	3 821	1 732	6	4 342	6	(D)
16	Balance of county -----	128	27 299	80	15	77	25 222	3 301	722	476	9	(D)	1	(D)
17	Green Lake County -----	235	91 927	144	24	151	88 802	9 405	2 065	1 287	16	5 265	7	(D)
18	Berlin (part) Δ -----	78	(D)	42	8	55	(D)	(D)	(D)	(D)	3	(D)	3	1 328
19	Balance of county -----	157	(D)	102	16	96	(D)	(D)	(D)	(D)	13	(D)	4	(D)
20	Iowa County -----	215	137 098	146	27	127	131 271	10 695	2 328	1 127	12	5 284	3	(D)
21	Dodgeville -----	54	107 079	28	6	46	106 498	7 993	1 778	749	3	(D)	2	(D)
22	Balance of county -----	161	30 019	118	21	81	24 773	2 702	550	378	9	(D)	1	(D)
23	Iron County -----	105	31 304	69	7	64	29 701	2 714	644	470	8	3 621	2	(D)
24	Jackson County -----	193	72 256	124	7	140	69 290	7 026	1 652	1 019	13	6 640	4	831
25	Black River Falls -----	80	40 303	42	2	68	39 953	4 264	981	602	6	863	2	(D)
26	Balance of county -----	113	31 953	82	5	72	29 437	2 762	671	417	7	5 777	2	(D)
27	Jefferson County -----	585	221 624	346	37	420	215 582	25 571	5 908	3 921	27	11 148	12	27 647
28	Fort Atkinson -----	121	54 509	58	12	90	53 254	6 521	1 446	950	6	3 651	2	(D)
29	Jefferson -----	81	27 456	49	5	72	27 239	3 306	806	538	3	502	1	(D)
30	Lake Mills -----	45	19 187	27	1	36	19 058	1 919	505	357	3	548	2	(D)
31	Watertown (part) Δ -----	169	92 216	82	11	135	91 234	10 049	2 353	1 486	5	2 818	7	(D)
32	Whitewater (part) Δ -----	5	(D)	1	-	5	(D)	(D)	(D)	(D)	1	(D)	-	-
33	Balance of county -----	164	(D)	129	8	82	(D)	(D)	(D)	(D)	9	(D)	-	-
34	Juneau County -----	257	82 872	175	18	177	79 146	7 459	1 583	1 018	18	7 644	9	2 755
35	Mauston -----	72	45 448	40	6	63	44 648	4 145	877	481	7	4 875	4	2 076
36	Balance of county -----	185	37 424	135	12	114	34 498	3 314	706	537	11	2 769	5	679
37	Kenosha County -----	936	454 807	463	63	690	445 321	57 609	13 401	7 178	34	14 181	13	51 357
38	Kenosha -----	690	342 674	333	49	519	336 233	45 854	10 812	5 732	19	(D)	9	45 429
39	Twin Lakes -----	44	15 664	22	2	32	14 739	1 697	355	227	2	(D)	1	(D)
40	Balance of county -----	202	96 469	108	12	139	94 349	10 058	2 234	1 219	13	6 807	3	(D)
41	Kewaunee County -----	197	53 085	129	20	118	49 622	5 479	1 212	777	7	4 075	4	864
42	Algoma -----	54	20 448	32	4	43	19 996	2 109	486	276	2	(D)	2	(D)
43	Kewaunee -----	44	16 233	26	4	32	15 607	1 781	366	291	3	1 163	1	(D)
44	Balance of county -----	99	16 404	71	12	43	14 019	1 589	360	210	2	(D)	1	(D)
45	La Crosse County -----	906	511 606	374	78	734	504 531	65 271	15 008	9 021	31	26 542	17	78 704
46	La Crosse -----	692	418 865	240	60	596	414 808	54 867	12 840	7 600	18	22 857	12	(D)
47	Onalaska -----	66	32 684	37	7	42	32 061	3 594	745	504	5	1 880	1	(D)
48	West Salem -----	29	19 305	17	4	20	19 018	2 504	524	282	2	(D)	1	(D)
49	Balance of county -----	119	40 752	80	7	76	38 644	4 306	899	635	6	(D)	3	(D)
50	Lafayette County -----	158	34 307	122	7	99	31 717	3 591	827	563	10	3 703	3	(D)
51	Langlade County -----	240	105 989	153	18	147	102 011	9 979	2 261	1 264	9	6 095	4	7 121
52	Antigo -----	156	90 288	83	15	107	88 222	8 487	1 963	1 045	6	(D)	4	7 121
53	Balance of county -----	84	15 701	70	3	40	13 789	1 492	298	219	3	(D)	-	-
54	Lincoln County -----	330	87 341	225	18	181	81 253	8 859	1 887	1 301	12	4 546	8	4 048
55	Merrill -----	135	47 881	80	9	85	45 924	5 339	1 174	757	6	(D)	6	(D)
56	Tomahawk -----	97	32 611	59	7	71	31 231	3 050	604	428	5	2 436	2	(D)
57	Balance of county -----	98	6 849	86	2	25	4 098	470	109	116	1	(D)	-	-
58	Manitowoc County -----	727	287 121	456	46	504	279 222	33 380	7 721	5 103	28	14 699	16	50 131
59	Kiel (part) Δ -----	43	14 605	27	2	26	(D)	(D)	(D)	(D)	2	(D)	2	(D)
60	Manitowoc -----	371	190 307	198	24	296	188 087	22 701	5 333	3 392	14	9 218	12	48 393
61	Two Rivers -----	137	50 449	90	4	98	48 698	5 406	1 251	900	3	(D)	2	(D)
62	Balance of county -----	176	31 760	141	16	84	(D)	(D)	(D)	(D)	9	2 785	-	-
63	Marathon County -----	916	453 278	491	48	627	442 345	51 463	11 560	6 547	45	32 432	15	64 899
64	Marshfield (part) Δ -----	2	(D)	2	-	1	(D)	(D)	(D)	(D)	-	-	-	-
65	Mosinee -----	76	14 479	57	6	35	12 509	1 292	289	204	2	(D)	2	(D)
66	Rothschild -----	32	20 606	18	3	22	20 163	2 101	459	304	2	(D)	1	(D)
67	Wausau -----	435	276 940	191	26	337	273 976	32 616	7 359	4 067	16	20 313	10	(D)
68	Balance of county -----	371	(D)	223	13	232	(D)	(D)	(D)	(D)	25	10 738	2	(D)
69	Marinette County -----	458	156 768	275	23	288	148 902	17 104	3 892	2 455	22	10 212	8	15 578
70	Marinette -----	168	90 226	60	9	139	88 973	10 909	2 523	1 388	9	(D)	3	14 890
71	Peshtigo -----	30	13 929	16	-	22	13 784	1 431	327	216	1	(D)	-	-
72	Balance of county -----	260	52 613	199	14	127	46 145	4 764	1 042	851	12	4 135	5	888
73	Marquette County -----	128	22 732	93	11	86	21 145	2 233	494	387	7	1 887	3	341
74	Menominee County -----	15	3 267	14	1	7	3 080	315	72	75	1	(D)	1	(D)

See footnotes at end of table.

1982—Con.

followed by Δ, see appendix F]

Kind-of-business groups (establishments with payroll)—Con.															
Food stores (SIC 54)		Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture, home furnishings, and equipment stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores ² (SIC 59 ex. 591)	
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
63	93 683	46	67 363	45	29 726	50	16 010	44	15 713	161	37 272	16	12 614	88	33 587
32	63 754	22	45 641	31	22 944	38	13 106	28	8 956	83	25 632	12	10 044	66	21 384
1	(D)	-	-	1	(D)	-	-	1	(D)	9	410	-	-	2	(D)
4	(D)	5	7 455	5	2 697	7	1 371	4	564	19	5 099	2	(D)	9	2 311
3	(D)	5	2 124	3	2 594	1	(D)	4	(D)	8	1 273	2	(D)	5	(D)
23	8 272	14	12 143	5	(D)	4	(D)	7	4 629	42	4 858	-	-	6	(D)
9	5 178	3	474	10	2 607	1	(D)	1	(D)	23	1 356	2	(D)	4	(D)
33	44 372	28	34 646	44	21 293	24	5 248	22	5 486	111	17 365	15	4 198	42	8 640
3	(D)	5	5 181	5	(D)	5	1 092	3	420	10	1 830	2	(D)	6	(D)
4	(D)	4	9 136	4	1 656	3	(D)	4	1 673	10	1 739	3	(D)	7	(D)
4	(D)	8	12 880	12	7 448	15	3 497	5	919	24	5 510	4	(D)	15	2 843
22	15 305	11	7 449	23	(D)	1	(D)	10	2 474	67	8 286	6	1 103	14	1 682
33	37 103	22	33 270	19	(D)	24	5 197	11	4 110	67	13 024	8	4 218	36	(D)
1	(D)	4	2 834	4	1 095	4	340	1	(D)	4	679	1	(D)	2	(D)
17	28 818	12	20 620	11	(D)	19	(D)	7	2 228	34	8 323	5	3 013	27	(D)
15	(D)	6	9 816	4	1 985	1	(D)	3	(D)	29	4 022	2	(D)	7	1 116
19	20 308	12	13 963	15	10 050	8	3 207	6	1 921	48	8 257	5	1 451	15	(D)
6	10 883	3	9 796	5	(D)	8	3 207	5	(D)	15	2 500	3	(D)	4	(D)
13	9 425	9	4 167	10	(D)	-	-	1	(D)	33	5 757	2	(D)	11	3 604
16	14 839	11	14 158	13	4 146	13	1 455	5	2 193	33	(D)	5	(D)	16	(D)
4	(D)	3	6 251	6	2 901	8	1 195	2	(D)	8	(D)	2	(D)	8	(D)
12	(D)	8	7 907	7	1 245	5	260	3	(D)	25	(D)	3	(D)	8	(D)
5	8 922	4	(D)	12	6 414	-	-	1	(D)	22	3 052	2	(D)	8	3 136
18	18 799	14	12 409	14	16 188	10	713	4	634	45	6 664	2	(D)	16	(D)
7	12 292	2	(D)	9	14 356	9	(D)	3	(D)	17	4 029	2	(D)	11	(D)
11	6 507	12	(D)	5	1 832	1	(D)	1	(D)	28	2 635	-	-	5	711
32	56 821	27	22 944	36	31 751	33	8 756	23	7 542	145	27 633	12	5 701	73	15 639
6	16 755	8	4 801	8	7 204	9	3 129	5	1 402	22	7 227	3	(D)	21	4 007
7	7 389	7	2 538	7	7 076	8	(D)	3	3 189	28	4 165	1	(D)	7	1 232
2	(D)	2	(D)	7	5 713	2	(D)	-	-	11	1 660	2	(D)	5	(D)
8	20 805	6	(D)	10	(D)	12	4 777	10	1 869	43	7 462	4	(D)	30	(D)
-	-	-	-	-	-	-	-	-	-	4	328	-	-	-	-
9	(D)	4	(D)	4	(D)	2	(D)	5	1 082	37	6 791	2	(D)	10	1 926
22	14 453	8	13 872	25	23 279	6	940	5	1 125	57	8 717	6	2 017	21	4 344
4	(D)	3	(D)	10	9 642	3	598	2	(D)	17	3 746	2	(D)	11	2 239
18	(D)	5	(D)	15	13 637	3	342	3	(D)	40	4 971	4	(D)	10	2 105
75	124 377	33	52 023	75	61 323	41	14 138	46	14 998	250	54 172	22	12 823	101	45 929
59	94 614	22	41 505	48	43 718	36	13 160	41	13 810	178	40 879	19	11 405	88	(D)
2	(D)	1	(D)	4	968	1	(D)	2	(D)	15	1 541	2	(D)	2	(D)
14	(D)	10	(D)	23	16 637	4	(D)	3	(D)	57	11 752	1	(D)	11	20 649
16	14 348	9	10 112	8	6 046	6	866	12	2 778	36	5 472	4	972	16	4 089
4	(D)	4	4 959	4	3 199	3	635	6	808	10	1 482	3	(D)	5	924
4	4 825	3	(D)	2	(D)	2	(D)	2	(D)	10	2 414	1	(D)	4	397
8	(D)	2	(D)	2	(D)	1	(D)	4	(D)	16	1 576	-	-	7	2 768
66	99 762	47	87 835	55	43 973	86	26 258	59	27 297	226	57 128	18	13 776	129	43 256
46	66 029	32	69 443	43	34 526	82	25 925	57	26 467	183	47 454	13	10 364	110	(D)
4	(D)	1	(D)	5	4 165	2	(D)	-	-	11	2 677	2	(D)	11	1 241
4	(D)	2	(D)	2	(D)	1	(D)	1	(D)	5	1 489	1	(D)	2	(D)
12	12 174	12	(D)	5	(D)	2	(D)	1	(D)	27	5 508	2	(D)	6	1 872
10	7 954	9	5 996	8	(D)	6	856	5	(D)	35	3 447	3	(D)	10	4 424
16	24 611	11	20 266	19	22 581	12	3 785	5	828	46	7 837	4	2 367	21	6 520
13	24 312	7	14 144	15	21 439	12	3 785	4	(D)	25	5 631	4	2 367	17	4 956
3	299	4	6 122	4	1 142	-	-	1	(D)	21	2 206	-	-	4	1 564
17	30 353	10	5 984	19	12 169	14	2 410	11	2 047	62	9 453	8	3 064	20	7 179
11	(D)	5	(D)	11	(D)	8	1 783	7	1 759	19	4 915	5	2 255	7	(D)
6	12 210	4	631	7	5 486	6	627	3	(D)	24	3 239	3	809	1	4 661
-	(D)	1	(D)	1	(D)	-	-	1	(D)	19	1 299	-	-	2	(D)
52	61 618	35	46 406	52	33 919	39	6 989	30	9 803	168	27 734	11	7 606	73	20 317
4	(D)	2	(D)	4	1 901	1	(D)	2	(D)	7	(D)	1	(D)	1	(D)
27	34 672	17	29 523	26	18 086	32	18 086	19	6 343	95	16 251	6	5 316	48	(D)
8	13 034	12	8 516	12	9 086	5	1 705	6	2 010	33	5 677	3	(D)	14	4 140
13	(D)	4	(D)	10	4 846	1	(D)	3	(D)	33	(D)	1	(D)	10	780
59	96 879	50	80 692	60	46 530	57	20 935	39	17 741	181	35 248	17	6 651	104	40 338
-	-	1	(D)	-	-	-	-	-	-	-	-	-	-	-	-
4	5 743	-	-	5	2 861	2	(D)	1	(D)	15	1 506	1	(D)	3	(D)
-	-	-	-	3	(D)	7	(D)	-	-	6	2 323	-	-	3	(D)
25	54 257	23	48 377	30	21 285	42	18 110	20	9 346	89	20 676	13	848	69	27 756
30	36 879	26	(D)	22	(D)	6	1 392	18	(D)	71	10 743	3	(D)	29	11 473
32	37 583	15	23 242	28	15 471	21	7 744	14	3 999	96	15 123	7	4 719	45	15 231
11	(D)	7	(D)	10	7 904	21	7 744	6	2 763	37	6 043	4	3 348	31	9 563
2	(D)	1	(D)	5	3 219	-	-	3	865	7	1 375	1	(D)	2	(D)
19	15 591	7	7 112	13	4 348	-	-	5	371	52	7 705	2	(D)	12	(D)
11	6 660	4	3 203	5	2 913	2	(D)	2	(D)	44	4 680	3	(D)	5	(D)
2	(D)	-	-	-	-	-	-	-	-	3	(D)	-	-	-	-

Table 8. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas

	Geographic area	All establishments ^{1 2}				Establishments with payroll ¹					Kind-of-business groups (establishments with payroll)			
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (no.)	Building materials, hardware, garden supply, and mobile home dealers (SIC 52)		General merchandise group stores (SIC 53)	
				Individual proprietorships (no.)	Partnerships (no.)						Number	Sales (\$1,000)	Number	Sales (\$1,000)
	Wisconsin—Con.													
1	Milwaukee County -----	7 147	4 540 875	3 143	413	5 309	4 464 983	569 306	136 770	71 488	200	127 375	80	619 590
2	Bayside (part) Δ -----	29	12 272	11	2	21	11 949	1 518	347	228	-	(D)	-	-
3	Brown Deer -----	65	53 472	33	3	42	52 838	5 123	1 214	714	1	(D)	2	(D)
4	Cudahy -----	171	89 474	91	15	122	87 516	11 223	2 655	1 570	3	(D)	7	17 112
5	Fox Point -----	74	22 827	29	5	48	22 442	3 546	859	499	1	(D)	-	-
6	Franklin -----	83	33 522	45	4	56	32 423	3 549	785	437	6	2 187	1	(D)
7	Glendale -----	177	188 679	43	9	154	188 052	24 983	6 132	2 812	6	1 995	3	36 317
8	Greendale -----	157	190 591	29	5	140	190 315	22 770	5 392	3 229	1	(D)	6	104 911
9	Greenfield -----	210	276 187	72	5	165	274 135	27 990	6 643	3 198	8	1 892	4	(D)
10	Hales Corners -----	136	83 095	61	8	99	82 051	9 868	2 203	1 261	10	3 560	1	(D)
11	Milwaukee (part) Δ -----	4 473	2 490 938	2 042	254	3 302	2 441 277	322 312	76 774	40 920	105	78 760	44	286 772
12	Oak Creek -----	104	59 137	57	8	67	57 753	7 247	1 777	913	7	3 434	-	-
13	St. Francis -----	40	17 831	20	3	29	17 400	2 199	555	313	2	(D)	-	-
14	Shorewood -----	97	54 883	44	5	74	54 199	7 280	1 686	803	2	(D)	-	-
15	South Milwaukee -----	129	47 942	69	8	76	46 045	5 698	1 322	801	4	2 248	-	-
16	Wauwatosa -----	463	483 308	157	22	362	480 103	64 284	16 846	7 522	16	10 514	6	81 800
17	West Allis -----	608	387 188	282	48	460	379 074	42 550	9 915	5 351	28	16 087	5	(D)
18	West Milwaukee -----	39	(D)	24	3	22	(D)	(D)	(D)	(D)	-	-	-	-
19	Whitefish Bay -----	90	38 242	34	6	69	37 172	5 352	1 223	740	-	-	1	(D)
20	Balance of county -----	2	(D)	-	-	1	(D)	(D)	(D)	(D)	-	-	-	-
21	Monroe County -----	336	133 553	217	25	240	127 418	13 668	3 187	2 104	25	11 428	7	9 072
22	St. Francis -----	95	46 180	56	7	76	44 923	4 865	1 077	710	7	4 092	4	5 907
23	Tomah -----	107	57 806	59	7	90	56 829	6 447	1 584	987	8	4 119	2	(D)
24	Balance of county -----	134	29 567	102	11	74	25 666	2 356	526	407	10	3 217	1	(D)
25	Oconto County -----	306	68 370	223	25	165	62 099	5 880	1 292	1 017	14	7 628	7	1 616
26	Oconto -----	56	17 352	35	5	34	16 096	1 731	406	285	5	(D)	2	(D)
27	Oconto Falls -----	42	16 319	27	5	31	15 904	1 316	306	179	2	(D)	1	(D)
28	Balance of county -----	208	34 699	161	15	100	30 099	2 833	580	553	7	2 058	4	839
29	Oneida County -----	476	180 038	257	31	321	174 052	20 772	4 420	2 697	22	14 432	11	15 582
30	Rhinelander -----	184	87 757	87	10	140	85 997	10 741	2 375	1 468	7	3 930	7	12 954
31	Balance of county -----	292	92 281	170	21	181	88 055	10 031	2 045	1 229	15	10 502	4	2 628
32	Outagamie County -----	1 066	634 770	552	76	776	624 350	75 465	17 933	9 772	51	36 872	22	110 728
33	Appleton (part) Δ -----	518	288 883	233	34	406	284 918	36 901	8 739	4 905	13	(D)	11	(D)
34	Combined Locks -----	14	1 225	8	5	6	1 042	228	49	50	-	-	-	-
35	Kaukauna -----	113	47 103	69	13	68	45 433	5 200	1 197	720	5	1 300	1	(D)
36	Kimberly -----	50	35 465	28	2	37	35 063	4 215	1 003	621	2	(D)	2	(D)
37	Little Chute -----	56	25 698	30	6	37	25 118	2 801	661	380	4	(D)	1	(D)
38	New London (part) Δ -----	13	10 778	6	-	9	(D)	(D)	(D)	(D)	1	(D)	-	-
39	Seymour -----	41	16 478	28	3	30	16 042	1 840	428	236	1	(D)	1	(D)
40	Balance of county -----	261	209 140	150	13	183	(D)	(D)	(D)	(D)	22	22 870	6	28 233
41	Ozaukee County -----	592	269 938	314	37	393	263 870	30 851	7 120	3 771	20	15 446	5	(D)
42	Bayside (part) Δ -----	-	-	-	-	-	-	-	-	-	-	-	-	-
43	Cedarburg -----	133	58 418	72	8	88	56 812	7 192	1 686	857	3	(D)	1	(D)
44	Grafton -----	108	49 767	60	7	68	48 747	5 852	1 398	840	1	(D)	2	(D)
45	Mequon -----	122	45 728	61	9	76	44 506	6 051	1 354	716	6	3 093	-	-
46	Port Washington -----	86	48 239	40	6	69	47 666	5 568	1 212	702	2	(D)	1	(D)
47	Saukville -----	22	2 212	19	2	10	1 841	199	47	40	-	-	-	-
48	Thiensville -----	57	42 637	22	1	47	42 424	4 069	982	395	4	1 045	-	-
49	Balance of county -----	64	22 937	40	4	35	21 874	1 920	441	221	4	(D)	1	(D)
50	Pepin County -----	85	23 186	61	2	56	22 278	2 702	683	370	6	3 160	1	(D)
51	Pierce County -----	333	93 158	199	29	240	89 096	10 378	2 573	1 706	21	5 611	2	(D)
52	Prescott -----	24	8 778	14	1	17	8 007	1 036	172	155	1	(D)	-	-
53	River Falls (part) Δ -----	111	39 519	51	14	90	38 690	4 637	1 057	846	5	1 562	-	-
54	Balance of county -----	198	44 861	134	14	133	42 399	4 705	1 344	705	15	(D)	2	(D)
55	Polk County -----	365	111 928	219	19	253	106 988	11 751	2 710	1 652	24	9 153	6	2 520
56	Portage County -----	503	243 124	291	44	340	236 320	27 537	6 434	4 131	28	13 875	8	23 297
57	Plover -----	45	15 049	23	6	31	14 158	1 805	398	272	4	2 881	1	(D)
58	Stevens Point -----	341	201 390	177	31	252	197 574	23 247	5 513	3 487	14	5 494	5	21 772
59	Balance of county -----	117	26 685	91	7	57	24 588	2 485	533	372	10	5 500	2	(D)
60	Price County -----	219	52 952	148	11	125	48 273	5 209	1 185	697	15	4 214	4	1 506
61	Park Falls -----	70	23 920	40	4	51	23 251	2 510	585	327	4	1 587	1	(D)
62	Balance of county -----	149	29 032	108	7	74	25 022	2 699	600	370	11	2 627	3	(D)
63	Racine County -----	1 417	736 356	713	117	1 039	721 048	86 421	20 254	11 496	44	34 061	23	91 415
64	Burlington (part) Δ -----	177	(D)	100	14	130	(D)	(D)	(D)	(D)	7	6 634	6	5 526
65	Racine -----	800	442 537	355	65	626	436 227	56 292	13 274	7 519	22	14 961	14	(D)
66	Sturtevant -----	44	24 364	19	6	34	24 119	2 520	574	368	2	(D)	-	-
67	Union Grove -----	52	23 155	33	2	32	22 232	1 904	395	208	3	(D)	1	(D)
68	Balance of county -----	344	(D)	206	30	217	(D)	(D)	(D)	(D)	10	9 104	2	(D)
69	Richland County -----	183	61 965	124	10	116	58 654	6 044	1 413	857	12	4 855	3	2 447
70	Richland Center -----	142	58 148	86	9	98	56 390	5 760	1 342	794	10	(D)	3	2 447
71	Balance of county -----	41	3 817	38	2	18	2 264	284	71	63	2	(D)	-	-

See footnotes at end of table.

followed by Δ, see appendix F)

Kind-of-business groups (establishments with payroll)—Con.																
Food stores (SIC 54)		Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture, home furnishings, and equipment stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores ² (SIC 59 ex. 591)		
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	
522	974 029	228	667 182	431	416 810	470	218 302	393	221 052	1 750	523 042	209	145 846	1 026	551 755	1
2	(D)	-	-	4	4 299	2	(D)	1	(D)	5	2 304	-	-	7	2 931	2
7	24 397	1	(D)	6	3 885	2	(D)	2	(D)	8	1 744	4	1 356	9	2 884	3
13	32 510	10	6 810	8	7 149	4	2 737	6	730	45	12 963	4	2 064	22	(D)	4
2	(D)	-	-	1	(D)	5	1 530	6	2 668	13	3 615	1	(D)	19	3 170	5
7	4 328	6	(D)	9	7 113	-	-	2	(D)	20	3 884	-	-	5	2 253	6
9	26 269	11	48 263	17	18 047	27	16 533	10	5 139	32	15 405	6	4 628	33	15 456	7
13	23 265	1	(D)	3	5 470	48	24 929	9	4 116	18	6 206	3	(D)	38	18 295	8
15	55 640	22	94 396	15	19 609	7	8 548	20	17 041	54	24 310	5	4 119	15	(D)	9
5	(D)	6	19 724	10	6 690	10	3 381	7	1 817	23	7 824	6	4 150	21	8 763	10
349	596 020	128	295 177	254	235 327	276	115 809	229	130 669	1 195	343 900	124	91 145	598	267 698	11
6	(D)	3	2 594	7	17 248	3	(D)	1	(D)	28	6 488	1	(D)	11	6 344	12
3	(D)	1	(D)	1	(D)	-	-	3	(D)	9	812	2	(D)	8	1 586	13
7	18 585	1	(D)	10	(D)	5	2 082	4	526	18	6 862	6	5 523	21	4 118	14
8	13 947	3	(D)	7	9 273	5	1 390	4	1 100	23	5 464	5	3 208	17	(D)	15
31	37 024	11	91 153	24	23 691	48	23 558	37	17 953	77	38 879	16	9 800	96	145 731	16
38	71 565	23	87 729	47	43 018	15	8 006	43	28 214	163	39 989	20	9 779	78	(D)	17
-	-	1	(D)	3	2 030	1	(D)	1	(D)	12	777	-	-	4	5 183	18
7	(D)	-	-	4	2 461	12	4 288	8	5 266	7	1 616	6	3 354	24	5 121	19
-	-	-	-	1	(D)	-	-	-	-	-	-	-	-	-	-	20
20	29 760	13	17 557	34	28 090	17	3 677	12	2 517	85	17 096	7	3 685	20	4 536	21
6	13 220	3	(D)	12	5 869	7	2 112	2	(D)	24	3 487	3	(D)	8	(D)	22
6	14 212	6	9 631	14	11 081	10	1 565	5	1 249	26	9 062	3	(D)	10	1 268	23
8	2 328	4	(D)	8	11 140	-	-	5	(D)	35	4 547	1	(D)	2	(D)	24
27	16 323	12	11 508	15	12 365	3	(D)	5	768	63	7 236	4	1 455	15	(D)	25
4	4 460	3	1 403	3	(D)	1	(D)	-	-	10	1 602	1	(D)	5	734	26
4	3 797	4	9 024	2	(D)	2	(D)	2	(D)	9	924	2	(D)	3	(D)	27
19	8 066	5	1 081	10	10 325	-	-	3	(D)	44	4 710	1	(D)	7	2 100	28
24	42 472	27	32 576	28	15 400	24	8 785	19	4 512	99	19 680	10	3 318	57	17 295	29
4	10 009	12	21 713	16	7 920	15	6 788	10	2 544	37	8 915	6	2 032	26	9 192	30
20	32 463	15	10 863	12	7 480	9	1 997	9	1 968	62	10 765	4	1 286	31	8 103	31
67	121 791	64	126 745	62	50 332	77	22 854	62	33 830	228	56 871	18	10 434	125	53 893	32
33	(D)	21	(D)	29	26 023	55	16 257	45	(D)	108	26 273	10	6 392	81	(D)	33
6	-	-	-	-	-	-	-	-	-	4	(D)	-	-	2	(D)	34
6	16 177	7	12 713	9	5 874	6	793	5	1 146	19	3 700	3	(D)	7	1 654	35
3	(D)	1	(D)	3	(D)	5	1 258	1	(D)	13	2 541	1	(D)	6	2 750	36
2	(D)	4	3 872	4	4 838	2	(D)	1	(D)	12	2 594	2	(D)	5	2 500	37
1	(D)	-	-	1	(D)	1	(D)	-	-	1	(D)	1	(D)	3	492	38
5	(D)	3	(D)	1	(D)	2	(D)	-	-	11	1 106	1	(D)	2	(D)	39
17	19 611	28	76 089	15	11 343	6	3 446	10	9 058	60	19 660	-	(D)	19	15 903	40
38	65 700	28	77 198	41	30 998	22	6 045	29	8 126	109	24 845	14	9 247	87	(D)	41
-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	42
7	11 678	7	16 612	6	3 963	4	(D)	9	2 957	27	5 264	2	(D)	22	(D)	43
5	16 256	5	7 126	4	4 349	5	1 309	7	1 201	22	5 203	2	(D)	15	1 893	44
8	(D)	3	(D)	10	7 148	5	1 529	4	508	18	5 556	2	(D)	20	4 240	45
9	13 256	6	15 741	7	5 420	4	(D)	3	(D)	21	6 366	3	2 092	13	1 928	46
-	-	1	(D)	1	(D)	-	-	-	-	7	517	-	-	1	(D)	47
3	(D)	2	(D)	6	6 129	3	1 015	4	1 513	9	1 378	4	(D)	12	3 548	48
6	3 712	4	11 510	7	(D)	1	(D)	2	(D)	5	561	1	(D)	4	294	49
5	4 406	4	4 682	3	954	3	637	6	841	18	3 221	4	(D)	6	(D)	50
30	21 164	17	16 148	24	14 647	7	1 635	12	3 051	83	14 191	10	4 462	34	(D)	51
3	(D)	-	-	2	(D)	-	-	1	(D)	4	1 922	1	(D)	5	1 469	52
10	9 948	7	6 046	6	5 200	6	(D)	5	1 331	29	6 578	5	3 132	17	(D)	53
17	(D)	10	10 102	16	(D)	1	(D)	6	(D)	50	5 691	4	(D)	12	(D)	54
27	27 012	19	16 536	28	14 489	13	2 372	10	2 612	83	13 548	9	4 176	34	14 570	55
29	47 085	19	33 526	26	15 761	29	13 394	22	8 370	110	28 086	9	5 246	60	47 680	56
2	(D)	1	(D)	5	2 959	1	(D)	2	(D)	10	2 574	2	(D)	3	(D)	57
20	39 400	14	29 485	17	9 425	27	(D)	13	4 331	83	23 198	7	(D)	52	(D)	58
7	(D)	4	(D)	4	3 377	1	(D)	7	(D)	17	2 314	-	-	5	823	59
15	16 856	10	7 680	13	6 064	12	1 445	5	1 143	31	3 895	4	1 663	16	3 807	60
6	8 486	4	3 178	6	4 436	9	750	-	(D)	11	1 472	2	(D)	8	(D)	61
9	8 370	6	4 502	7	1 628	3	695	5	(D)	20	2 423	2	(D)	8	(D)	62
121	176 159	74	124 667	83	74 106	90	31 687	77	29 926	309	72 004	32	21 901	186	65 122	63
8	(D)	15	28 335	9	7 808	14	4 230	14	2 170	30	(D)	6	(D)	21	(D)	64
80	121 176	30	38 975	43	33 938	71	27 030	49	20 004	174	39 040	18	(D)	125	43 583	65
6	3 352	5	2 438	5	9 918	-	-	4	3 655	9	3 407	1	(D)	2	(D)	66
2	(D)	4	10 720	6	2 558	2	(D)	1	(D)	9	848	1	(D)	3	(D)	67
25	34 105	20	44 199	20	19 884	3	(D)	9	(D)	87	(D)	6	2 431	35	15 245	68
17	16 071	11	13 533	9	5 165	9	3 439	7	1 481	29	4 204	4	1 786	15	5 673	69
10	15 320	10	(D)	8	(D)	9	3 439	7	1 481	22	3 502	4	1 786	15	5 673	70
7	751	1	(D)	1	(D)	-	-	-	-	7	702	-	-	-	-	71

Table 8. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas

	Geographic area	All establishments ^{1 2}				Establishments with payroll ¹					Kind-of-business groups (establishments with payroll)			
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (no.)	Building materials, hardware, garden supply, and mobile home dealers (SIC 52)		General merchandise group stores (SIC 53)	
				Individual proprietorships (no.)	Partnerships (no.)						Number	Sales (\$1,000)	Number	Sales (\$1,000)
Wisconsin—Con.														
1	Rock County -----	1 176	623 390	599	77	865	612 560	71 528	16 630	9 652	39	25 134	22	(D)
2	Beloit -----	361	220 919	165	23	275	218 146	23 976	5 603	3 134	10	7 137	7	33 224
3	Edgerton -----	57	22 008	36	4	43	21 657	2 325	536	279	4	(D)	-	-
4	Evansville -----	50	13 216	33	8	36	12 832	1 156	267	204	2	(D)	1	(D)
5	Janesville -----	533	328 786	243	26	405	323 948	39 714	9 264	5 357	17	9 600	12	67 584
6	Milton -----	44	8 853	30	7	27	8 354	1 084	230	196	1	(D)	-	-
7	Balance of county -----	131	29 608	92	9	79	27 623	3 273	730	482	5	3 795	2	(D)
8	Rusk County -----	161	44 247	116	8	90	40 424	3 880	843	417	11	7 569	3	2 047
9	Ladysmith -----	69	27 636	37	4	53	26 454	2 792	600	271	3	2 141	3	2 047
10	Balance of county -----	92	16 611	79	4	37	13 970	1 088	243	146	8	5 428	-	-
11	St. Croix County -----	379	150 143	217	27	264	145 152	15 468	3 712	2 329	18	8 285	11	10 900
12	Hudson -----	101	50 076	50	10	74	49 464	4 807	1 129	726	3	(D)	2	(D)
13	New Richmond -----	80	38 584	46	4	63	37 551	3 973	968	503	3	1 031	3	(D)
14	River Falls (part) Δ -----	5	3 422	1	-	5	3 422	699	204	147	1	(D)	-	-
15	Balance of county -----	193	58 061	120	13	122	54 715	5 989	1 411	953	11	4 620	6	(D)
16	Sauk County -----	528	196 977	282	43	378	189 906	23 661	5 287	3 130	32	17 174	9	9 697
17	Baraboo -----	138	64 369	63	12	118	63 768	7 465	1 686	983	12	7 035	3	8 348
18	Reedsburg -----	86	56 052	39	6	67	55 257	6 373	1 528	726	7	2 994	2	(D)
19	Sauk City -----	46	26 538	20	4	37	25 814	3 688	775	443	1	(D)	2	(D)
20	Wisconsin Dells (part) Δ -----	5	1 951	-	1	5	1 951	499	107	103	-	-	-	-
21	Balance of county -----	253	48 067	160	20	151	43 116	5 636	1 191	875	12	(D)	2	(D)
22	Sawyer County -----	194	55 389	112	13	127	52 589	5 431	1 089	677	12	6 237	4	902
23	Shawano County -----	391	112 313	260	20	245	105 773	12 250	2 945	1 775	24	12 078	7	9 657
24	Shawano -----	155	73 011	78	9	126	71 703	8 131	1 962	1 058	9	7 013	5	(D)
25	Balance of county -----	236	39 302	182	11	119	34 070	4 119	983	717	15	5 065	2	(D)
26	Sheboygan County -----	812	385 038	456	54	546	375 351	47 452	11 098	6 486	33	24 521	14	61 322
27	Plymouth -----	88	48 174	54	2	59	46 401	4 853	1 097	624	5	2 025	3	8 348
28	Sheboygan -----	451	262 418	223	27	333	258 102	34 710	8 197	4 556	12	9 496	8	50 813
29	Sheboygan Falls -----	41	20 766	21	4	29	20 552	1 975	425	297	3	1 045	1	(D)
30	Balance of county -----	232	53 680	158	21	125	50 296	5 914	1 379	1 009	13	11 955	2	(D)
31	Taylor County -----	182	45 890	130	4	105	42 242	4 584	1 057	594	9	3 059	2	(D)
32	Medford -----	87	35 541	51	3	63	34 398	3 675	875	460	3	1 171	1	(D)
33	Balance of county -----	95	10 349	79	1	42	7 844	909	182	134	6	1 888	1	(D)
34	Trempealeau County -----	313	87 500	224	22	196	81 735	8 048	1 910	1 209	20	7 744	10	1 965
35	Vernon County -----	246	63 337	186	7	155	58 715	6 727	1 626	1 066	15	4 209	4	825
36	Viroqua -----	67	32 242	33	2	62	32 116	3 798	942	530	5	1 348	1	(D)
37	Balance of county -----	179	31 095	153	5	93	26 599	2 929	684	536	10	2 861	3	(D)
38	Vilas County -----	359	81 167	221	26	230	73 473	8 081	1 591	1 003	17	5 305	6	1 939
39	Walworth County -----	742	313 589	382	55	532	304 231	39 819	7 926	5 253	30	17 505	15	11 834
40	Burlington (part) Δ -----	2	(D)	-	-	2	(D)	(D)	(D)	(D)	-	-	-	-
41	Delavan -----	112	54 023	53	5	88	53 290	5 899	1 324	819	6	2 994	3	(D)
42	Elkhorn -----	80	41 013	34	3	60	40 266	4 281	915	546	4	5 399	3	(D)
43	Lake Geneva -----	152	76 497	57	16	120	75 114	12 361	2 044	1 246	3	(D)	3	(D)
44	Whitewater (part) Δ -----	90	(D)	41	11	72	(D)	(D)	(D)	(D)	1	(D)	3	(D)
45	Balance of county -----	306	92 062	197	20	190	86 720	11 053	2 240	1 416	16	4 801	3	(D)
46	Washburn County -----	201	54 792	128	11	131	51 777	5 524	1 189	742	6	4 202	3	1 279
47	Washington County -----	707	291 099	380	59	452	282 589	31 540	7 145	4 437	27	18 909	11	(D)
48	Germantown -----	55	20 850	25	7	39	20 508	2 526	583	438	3	(D)	-	-
49	Hartford -----	109	41 092	57	11	75	39 934	5 017	1 080	622	5	3 265	3	919
50	Milwaukee (part) Δ -----	-	-	-	-	-	-	-	-	-	-	-	-	-
51	West Bend -----	293	149 424	135	20	203	146 708	14 881	3 397	1 994	9	3 176	6	25 367
52	Balance of county -----	250	79 733	163	21	135	75 439	9 116	2 085	1 383	10	(D)	2	(D)
53	Waukesha County -----	2 135	1 381 345	1 068	126	1 457	1 356 348	151 355	35 184	18 469	104	60 615	31	175 475
54	Brookfield -----	349	366 329	128	13	263	362 796	43 424	10 270	5 272	12	4 885	8	103 726
55	Delafield -----	48	18 721	34	2	31	17 891	2 080	460	421	3	(D)	-	-
56	Elm Grove -----	57	28 375	30	3	33	27 619	4 860	1 214	630	1	(D)	-	-
57	Hartland -----	75	23 506	47	2	47	22 384	2 686	667	433	4	(D)	-	-
58	Menomonee Falls -----	213	186 669	96	12	156	184 412	16 664	3 851	1 899	9	4 359	4	25 665
59	Mukwonago -----	65	29 417	43	4	38	28 532	2 705	580	308	4	1 446	1	(D)
60	Muskego -----	71	32 818	44	6	40	31 388	2 948	698	370	3	703	-	-
61	New Berlin -----	159	65 856	98	8	91	63 702	8 868	2 024	1 058	8	4 371	1	(D)
62	Oconomowoc -----	218	118 285	106	14	155	115 969	13 060	2 877	1 561	14	10 683	4	(D)
63	Pewaukee -----	78	35 162	46	5	54	33 519	3 807	864	559	5	2 827	1	(D)
64	Sussex -----	50	17 455	29	4	35	16 748	1 970	479	230	5	3 537	2	(D)
65	Waukesha -----	482	335 282	217	33	338	331 507	35 159	8 328	4 181	18	13 140	8	41 583
66	Balance of county -----	270	123 470	150	20	176	119 881	13 124	2 872	1 547	18	8 214	2	(D)
67	Waupaca County -----	543	166 229	339	43	335	157 876	18 170	4 071	2 482	25	7 695	14	15 691
68	Clintonville -----	93	40 584	48	8	65	39 427	3 970	922	490	3	709	4	(D)
69	New London (part) Δ -----	80	20 543	51	7	52	(D)	(D)	(D)	(D)	2	(D)	4	1 812
70	Waupaca -----	110	55 176	55	8	88	53 914	5 923	1 283	732	5	1 469	3	(D)
71	Balance of county -----	260	49 926	185	20	130	(D)	(D)	(D)	(D)	15	(D)	3	653
72	Wausara County -----	198	58 949	139	10	122	55 703	5 260	1 147	689	13	4 329	7	2 547
73	Berlin (part) Δ -----	1	(D)	1	-	1	(D)	(D)	(D)	(D)	-	-	-	-
74	Balance of county -----	197	(D)	138	10	121	(D)	(D)	(D)	(D)	13	4 329	7	2 547

See footnotes at end of table.

followed by Δ, see appendix F]

Kind-of-business groups (establishments with payroll)—Con.

Food stores (SIC 54)		Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture, home furnishings, and equipment stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores ² (SIC 59 ex. 591)	
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
85	139 578	46	86 073	82	79 731	93	25 669	53	19 594	257	61 385	32	18 105	156	55 945
27	52 336	14	31 450	29	37 834	27	8 325	18	(D)	86	20 304	11	7 169	46	(D)
4	8 189	2	(D)	8	4 176	4	506	1	(D)	12	1 571	2	(D)	6	3 181
7	4 962	2	(D)	2	(D)	4	266	1	(D)	10	967	1	(D)	6	(D)
36	70 252	22	47 352	35	30 218	52	15 871	29	12 428	103	32 208	14	8 339	85	30 096
1	(D)	1	(D)	4	1 809	3	345	1	(D)	9	1 851	2	(D)	5	1 727
10	(D)	5	5 599	4	(D)	3	356	3	293	37	4 484	2	(D)	8	4 217
8	10 418	4	(D)	14	6 596	8	1 654	6	615	22	2 165	2	(D)	12	4 259
3	(D)	3	(D)	8	4 178	7	(D)	4	(D)	11	1 093	2	(D)	9	4 053
5	(D)	1	(D)	6	2 418	1	(D)	2	(D)	11	1 072	-	-	3	206
22	29 132	18	32 961	33	27 358	15	2 870	16	2 336	82	15 306	8	4 668	41	11 136
5	10 678	7	10 542	8	5 822	5	1 025	3	668	24	4 554	2	(D)	15	4 191
4	7 264	6	14 849	6	3 896	3	(D)	9	1 323	12	1 870	3	1 833	14	(D)
-	-	-	-	1	(D)	-	-	-	-	1	(D)	-	-	2	(D)
13	11 190	5	7 570	18	(D)	7	(D)	4	345	45	(D)	3	(D)	10	3 851
45	66 621	22	21 631	36	16 703	22	7 694	16	4 996	122	25 008	15	6 412	59	13 970
10	20 302	10	7 081	10	5 122	12	4 006	7	2 924	28	5 281	4	1 700	22	(D)
7	25 188	7	8 694	8	3 717	5	2 485	4	1 169	13	2 768	6	3 354	8	(D)
7	11 415	-	(D)	2	(D)	2	-	3	(D)	11	2 541	2	(D)	6	2 252
-	-	-	-	-	-	-	-	-	-	5	1 951	-	-	-	-
21	9 716	4	(D)	16	(D)	3	(D)	2	(D)	65	12 467	3	(D)	23	3 951
16	15 101	4	5 791	10	8 722	6	1 014	4	795	47	5 418	4	(D)	20	(D)
33	28 303	23	18 985	20	10 793	12	3 022	9	2 618	83	11 325	8	3 743	26	5 249
14	18 364	11	12 340	10	6 857	12	3 022	7	(D)	33	5 302	6	(D)	19	4 326
19	9 939	12	6 645	10	3 936	-	-	2	(D)	50	6 023	2	(D)	7	923
58	92 151	37	63 132	49	35 321	38	10 532	34	11 615	185	37 288	16	11 878	82	27 591
6	13 441	4	11 423	5	2 580	2	(D)	6	1 702	18	2 864	2	(D)	8	(D)
30	63 901	20	40 380	29	20 694	33	9 676	16	8 365	117	25 219	12	9 764	56	19 794
3	(D)	2	(D)	3	3 869	1	(D)	1	(D)	11	1 744	1	(D)	3	(D)
19	(D)	11	(D)	12	8 178	2	(D)	11	(D)	39	7 461	1	(D)	15	4 729
16	8 482	9	10 861	8	6 450	8	1 267	4	1 903	29	3 334	4	1 328	16	(D)
7	6 097	8	(D)	5	(D)	7	(D)	4	1 903	12	1 787	3	(D)	13	(D)
9	2 385	1	(D)	3	(D)	1	(D)	-	-	17	1 547	1	(D)	3	49
31	19 624	17	20 916	18	9 242	8	683	4	1 745	68	8 569	6	1 217	14	10 030
26	20 387	10	6 238	16	8 700	15	3 966	12	2 805	40	6 266	4	2 227	13	3 092
4	8 509	6	5 348	7	3 933	10	3 175	7	2 018	9	2 694	2	(D)	11	(D)
22	11 878	4	890	9	4 767	5	791	5	787	31	3 572	2	(D)	2	(D)
27	27 411	14	8 706	21	8 739	10	1 855	7	689	80	9 633	7	1 863	41	7 333
46	76 162	34	55 413	58	34 103	32	10 224	23	4 806	193	49 497	14	7 920	87	36 767
1	(D)	-	-	-	-	-	-	-	-	1	(D)	-	-	-	-
9	18 276	4	(D)	8	4 756	8	2 271	5	816	22	4 850	3	(D)	20	6 790
5	(D)	4	9 354	8	6 159	5	(D)	5	1 572	18	2 979	2	(D)	6	1 374
9	18 950	9	10 355	8	6 002	12	4 236	5	1 824	40	17 018	3	(D)	28	5 285
9	11 415	6	11 772	6	3 616	5	956	3	264	25	9 095	2	(D)	12	2 807
13	13 377	11	(D)	28	13 570	2	(D)	5	330	87	(D)	4	1 785	21	20 511
17	17 828	8	7 940	10	5 511	4	(D)	5	999	59	6 427	2	(D)	17	3 598
41	79 252	22	33 660	39	31 667	29	11 761	42	11 809	144	30 635	16	8 688	81	(D)
4	5 959	-	-	5	4 261	1	(D)	1	(D)	20	5 391	1	(D)	4	(D)
6	13 923	3	6 316	2	(D)	7	(D)	5	1 179	23	4 136	3	1 439	18	4 676
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16	38 702	11	19 576	16	13 502	19	8 186	25	6 883	52	11 248	8	5 546	41	14 522
15	20 668	8	7 768	16	(D)	2	(D)	11	(D)	49	9 860	4	(D)	18	9 031
134	326 532	82	319 007	153	140 568	110	46 041	103	40 726	391	109 324	50	34 747	299	103 313
22	85 657	13	50 921	18	20 460	42	24 730	33	13 946	45	23 314	8	6 127	62	29 030
4	(D)	1	(D)	4	3 582	-	-	-	-	8	4 378	2	(D)	9	1 765
6	10 041	-	-	3	2 102	3	668	1	(D)	6	4 334	2	(D)	11	3 873
5	(D)	1	(D)	4	2 420	7	1 019	5	577	10	1 808	2	(D)	9	3 183
14	38 735	10	70 544	18	15 744	13	3 725	10	4 424	45	9 883	6	4 838	27	6 495
3	(D)	3	(D)	7	6 492	-	-	1	(D)	11	1 257	1	(D)	7	468
3	(D)	4	(D)	5	5 108	1	(D)	-	-	16	1 958	1	(D)	7	2 036
11	22 403	2	(D)	16	11 826	1	(D)	5	2 869	26	7 708	3	2 178	18	8 668
11	33 840	9	24 895	13	13 879	14	4 660	10	1 735	38	10 300	5	4 556	37	(D)
5	(D)	4	(D)	8	7 451	-	-	1	-	22	5 604	3	753	5	62
5	(D)	-	-	5	3 675	-	-	2	(D)	7	604	1	(D)	8	1 076
24	66 995	23	102 720	32	36 701	23	6 992	27	7 419	99	24 264	13	8 184	71	23 509
21	18 020	12	41 850	20	11 128	6	2 125	8	8 693	58	13 912	3	(D)	28	13 029
37	39 491	35	33 564	26	16 185	23	4 885	17	5 125	105	18 303	8	3 812	45	13 125
7	11 221	8	7 051	6	5 371	5	2 231	3	1 947	16	2 389	2	(D)	11	1 440
5	(D)	3	(D)	3	(D)	6	(D)	3	1 070	19	(D)	1	(D)	6	1 131
9	13 953	11	13 052	8	4 258	12	(D)	6	1 394	19	4 353	3	1 139	12	(D)
16	(D)	13	(D)	9	-	-	-	5	714	51	(D)	2	(D)	16	(D)
14	11 797	13	11 370	17	8 778	4	607	1	(D)	35	3 561	2	(D)	16	(D)
-	-	-	-	1	(D)	-	-	-	-	-	-	-	-	-	-
14	11 797	13	11 370	16	(D)	4	607	1	(D)	35	3 561	2	(D)	16	(D)

Table 8. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas

Geographic area		All establishments ^{1 2}				Establishments with payroll ¹					Kind-of-business groups (establishments with payroll)				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (no.)	Building materials, hardware, garden supply, and mobile home dealers (SIC 52)		General merchandise group stores (SIC 53)		
				Individual proprietorships (no.)	Partnerships (no.)						Number	Sales (\$1,000)	Number	Sales (\$1,000)	
Wisconsin—Con.															
1	Winnebago County -----	1 145	565 269	566	81	830	554 255	70 469	15 937	9 454	35	20 658	15	(D)	
2	Appleton (part) Δ -----	13	3 204	7	1	7	3 166	797	185	102	-	(D)	-	-	
3	Menasha -----	129	59 255	72	7	89	58 088	6 864	1 694	957	5	2 895	3	(D)	
4	Neenah -----	216	102 988	91	18	164	100 278	10 892	2 636	1 583	7	4 990	2	(D)	
5	Omro -----	29	7 777	22	1	17	7 197	787	193	122	2	(D)	1	(D)	
6	Oshkosh -----	545	319 804	248	36	416	315 491	43 669	9 457	5 549	13	9 509	7	42 372	
7	Balance of county -----	213	72 241	126	18	137	70 035	7 460	1 772	1 141	8	(D)	2	(D)	
8	Wood County -----	778	409 429	403	72	538	398 868	42 275	9 764	5 239	41	19 773	16	59 760	
9	Marshfield (part) Δ -----	252	(D)	102	19	196	(D)	(D)	(D)	(D)	14	8 056	6	31 290	
10	Nekoosa -----	46	8 078	39	1	24	7 321	612	119	108	1	(D)	2	(D)	
11	Wisconsin Rapids -----	338	188 761	159	36	247	184 876	20 280	4 703	2 584	16	7 336	6	27 489	
12	Balance of county -----	142	(D)	103	16	71	(D)	(D)	(D)	(D)	10	(D)	2	(D)	

¹Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

²Excludes nonemployer direct sellers, SIC 5963.

ollowed by Δ, see appendix F]

Kind-of-business groups (establishments with payroll)—Con.																
Food stores (SIC 54)		Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture, home furnishings, and equipment stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores ² (SIC 59 ex. 591)		
Num- ber	Sales (\$1,000)	Num- ber	Sales (\$1,000)	Num- ber	Sales (\$1,000)	Num- ber	Sales (\$1,000)	Num- ber	Sales (\$1,000)	Num- ber	Sales (\$1,000)	Num- ber	Sales (\$1,000)	Num- ber	Sales (\$1,000)	
75	115 814	51	75 988	74	67 752	67	30 103	62	21 361	269	63 128	29	(D)	153	88 744	1
2	(D)	-	-	-	-	-	-	2	(D)	3	(D)	-	-	-	-	2
9	13 771	5	11 072	3	4 551	2	(D)	5	2 673	34	5 071	3	1 061	20	(D)	3
13	25 592	7	15 311	18	17 958	18	8 236	9	3 050	48	8 671	8	5 488	34	(D)	4
4	(D)	-	-	3	1 574	-	-	-	-	5	635	1	(D)	1	(D)	5
34	57 919	26	37 964	35	26 956	40	20 077	31	10 786	137	37 128	14	7 109	79	65 671	6
13	14 336	13	11 641	15	16 713	7	(D)	15	(D)	42	(D)	3	(D)	19	7 443	7
48	78 655	46	78 784	42	25 373	57	21 428	36	12 475	144	30 578	12	6 815	96	65 227	8
12	27 760	15	(D)	15	7 629	27	10 739	12	6 500	47	12 498	4	3 672	44	45 735	9
4	(D)	1	(D)	3	(D)	2	(D)	1	(D)	8	632	1	(D)	1	(D)	10
21	42 369	21	41 478	19	14 682	27	10 524	21	5 680	65	14 379	6	(D)	45	(D)	11
11	(D)	9	6 739	5	(D)	1	(D)	2	(D)	24	3 069	1	(D)	6	1 109	12

Table 9. Counties Ranked by Volume of Sales: 1982

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

Geographic area	Rank ¹	Cumulative			Geographic area	Rank ¹	Cumulative		
		Sales ^{2 3} (\$1,000)	Sales ^{2 3} (\$1,000)	Percent of State total			Sales ^{2 3} (\$1,000)	Sales ^{2 3} (\$1,000)	Percent of State total
Wisconsin -----	(X)	20 553 996	20 553 996	100.0	Wisconsin—Con.				
Milwaukee -----	1	4 540 875	4 540 875	22.1	Door -----	36	119 594	18 407 052	89.6
Dane -----	2	1 783 865	6 324 740	30.8	Shawano -----	37	112 313	18 519 365	90.1
Waukesha -----	3	1 381 345	7 706 085	37.5	Polk -----	38	111 928	18 631 293	90.6
Brown -----	4	875 583	8 581 668	41.8	Dunn -----	39	106 969	18 738 262	91.2
Racine -----	5	736 356	9 318 024	45.3	Langlade -----	40	105 989	18 844 251	91.7
Outagamie -----	6	634 770	9 952 794	48.4	Pierce -----	41	93 158	18 937 409	92.1
Rock -----	7	623 390	10 576 184	51.5	Green Lake -----	42	91 927	19 029 336	92.6
Winnebago -----	8	565 269	11 141 453	54.2	Trempealeau -----	43	87 500	19 116 836	93.0
La Crosse -----	9	511 606	11 653 059	56.7	Lincoln -----	44	87 341	19 204 177	93.4
Kenosha -----	10	454 807	12 107 866	58.9	Calumet -----	45	87 175	19 291 352	93.9
Marathon -----	11	453 278	12 561 144	61.1	Juneau -----	46	82 872	19 374 224	94.3
Eau Claire -----	12	443 739	13 004 883	63.3	Vilas -----	47	81 167	19 455 391	94.7
Wood -----	13	409 429	13 414 312	65.3	Ashland -----	48	74 941	19 530 332	95.0
Sheboygan -----	14	385 038	13 799 350	67.1	Clark -----	49	74 721	19 605 053	95.4
Fond du Lac -----	15	379 939	14 179 289	69.0	Jackson -----	50	72 256	19 677 309	95.7
Walworth -----	16	313 589	14 492 878	70.5	Oconto -----	51	68 370	19 745 679	96.
Washington -----	17	291 099	14 783 977	71.9	Vernon -----	52	63 337	19 809 016	96.4
Manitowoc -----	18	287 121	15 071 098	73.3	Richland -----	53	61 965	19 870 981	96.7
Ozaukee -----	19	269 938	15 341 036	74.6	Wausara -----	54	58 949	19 929 930	97.0
Portage -----	20	243 124	15 584 160	75.8	Crawford -----	55	58 127	19 988 057	97.2
Dodge -----	21	230 844	15 815 004	76.9	Sawyer -----	56	55 389	20 043 446	97.5
Jefferson -----	22	221 624	16 036 628	78.0	Washburn -----	57	54 792	20 098 238	97.8
Chippewa -----	23	202 325	16 238 953	79.0	Kewaunee -----	58	53 085	20 151 323	98.0
Green -----	24	200 956	16 439 909	80.0	Price -----	59	52 952	20 204 275	98.3
Sauk -----	25	196 977	16 636 886	80.9	Taylor -----	60	45 890	20 250 165	98.5
Douglas -----	26	187 905	16 824 791	81.9	Rusk -----	61	44 247	20 294 412	98.7
Columbia -----	27	187 806	17 012 597	82.8	Burnett -----	62	38 141	20 332 553	98.9
Oneida -----	28	180 038	17 192 635	83.6	Lafayette -----	63	34 307	20 366 860	99.1
Grant -----	29	176 843	17 369 478	84.5	Buffalo -----	64	31 656	20 398 516	99.2
Barron -----	30	174 189	17 543 667	85.4	Iron -----	65	31 304	20 429 820	99.4
Waupaca -----	31	166 229	17 709 896	86.2	Bayfield -----	66	29 369	20 459 189	99.5
Marinette -----	32	156 768	17 866 664	86.9	Adams -----	67	23 618	20 482 807	99.7
St. Croix -----	33	150 143	18 016 807	87.7	Pepin -----	68	23 186	20 505 993	99.8
Iowa -----	34	137 098	18 153 905	88.3	Marquette -----	69	22 732	20 528 725	99.9
Monroe -----	35	133 553	18 287 458	89.0	Forest -----	70	15 316	20 544 041	100.0
					Florence -----	71	6 688	20 550 729	100.0
					Menominee -----	72	3 267	20 553 996	100.0

¹Counties with suppressed sales (if applicable) are listed at end of table rather than by rank to avoid disclosing data for individual companies.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

Table 10. Places With 2,500 Inhabitants or More Ranked by Volume of Sales: 1982

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

Geographic area	Rank ¹	Cumulative			Geographic area	Rank ¹	Cumulative		
		Sales ^{2 3} (\$1,000)	Sales ^{2 3} (\$1,000)	Percent of State total			Sales ^{2 3} (\$1,000)	Sales ^{2 3} (\$1,000)	Percent of State total
Wisconsin -----	(X)	20 553 996	20 553 996	100.0	Wisconsin—Con.				
Milwaukee -----	1	2 490 938	2 490 938	12.1	Greendale -----	21	190 591	9 922 629	48.3
Madison -----	2	1 065 123	3 556 061	17.3	Manitowoc -----	22	190 307	10 112 936	49.2
Green Bay -----	3	528 522	4 084 583	19.9	Wisconsin Rapids -----	23	188 761	10 301 697	50.1
Wauwatosa -----	4	483 308	4 567 891	22.2	Glendale -----	24	188 679	10 490 376	51.0
Racine -----	5	442 537	5 010 428	24.4	Marshfield -----	25	187 220	10 677 596	51.9
La Crosse -----	6	418 865	5 429 293	26.4	Menomonee Falls -----	26	186 669	10 864 265	52.9
Eau Claire -----	7	408 378	5 837 671	28.4	Superior -----	27	165 022	11 029 287	53.7
West Allis -----	8	387 188	6 224 859	30.3	Monroe -----	28	161 456	11 190 743	54.4
Brookfield -----	9	366 329	6 591 188	32.1	West Bend -----	29	149 424	11 340 167	55.2
Kenosha -----	10	342 674	6 933 862	33.7	Ashwaubenon Δ -----	30	146 037	11 486 204	55.9
Waukesha -----	11	335 282	7 269 144	35.4	Oconomowoc -----	31	118 285	11 604 489	56.5
Janesville -----	12	328 786	7 597 930	37.0	Beaver Dam -----	32	113 125	11 717 614	57.0
Oshkosh -----	13	319 804	7 917 734	38.5	Chippewa Falls -----	33	108 208	11 825 822	57.5
Appleton -----	14	308 902	8 226 636	40.0	Dodgeville -----	34	107 079	11 932 901	58.1
Wausau -----	15	276 940	8 503 576	41.4	Neenah -----	35	102 988	12 035 889	58.6
Greenfield -----	16	276 187	8 779 763	42.7	Watertown -----	36	101 991	12 137 880	59.1
Fond du Lac -----	17	267 548	9 047 311	44.0	Burlington -----	37	93 679	12 231 559	59.5
Sheboygan -----	18	262 418	9 309 729	45.3	Antigo -----	38	90 288	12 321 847	59.9
Beloit -----	19	220 919	9 530 648	46.4	Mannette -----	39	90 226	12 412 073	60.4
Stevens Point -----	20	201 390	9 732 038	47.3	Cudahy -----	40	89 474	12 501 547	60.8

See footnotes at end of table.

Table 10. Places With 2,500 Inhabitants or More Ranked by Volume of Sales: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A. For information on geographic areas followed by Δ, see appendix F]

Geographic area	Rank ¹	Sales ² ³ (\$1,000)	Cumulative		Geographic area	Rank ¹	Sales ² ³ (\$1,000)	Cumulative	
			Sales ² ³ (\$1,000)	Percent of State total				Sales ² ³ (\$1,000)	Percent of State total
Wisconsin—Con.					Wisconsin—Con.				
Menomonie -----	41	87 870	12 589 417	61.3	Viroqua -----	101	32 242	15 708 379	76.4
Rhineland -----	42	87 757	12 677 174	61.7	New London -----	102	31 321	15 739 700	76.6
Rice Lake -----	43	84 069	12 761 243	62.1	Mukwonago -----	103	29 417	15 769 117	76.7
Hales Corners -----	44	83 095	12 844 338	62.5	Chilton -----	104	28 841	15 797 958	76.9
Sun Prairie -----	45	81 598	12 925 936	62.9	Elm Grove -----	105	28 375	15 826 333	77.0
Lake Geneva -----	46	76 497	13 002 433	63.3	Ladysmith -----	106	27 636	15 853 969	77.1
Sturgeon Bay -----	47	75 944	13 078 377	63.6	Wisconsin Dells -----	107	27 616	15 881 585	77.3
Portage -----	48	74 416	13 152 793	64.0	Jefferson -----	108	27 456	15 909 041	77.4
Shawano -----	49	73 011	13 225 804	64.3	Lancaster -----	109	27 087	15 936 128	77.5
Monona -----	50	71 143	13 296 947	64.7	Sauk City -----	110	26 538	15 962 666	77.7
New Berlin -----	51	65 856	13 362 803	65.0	Boscobel -----	111	26 528	15 939 194	77.8
Baraboo -----	52	64 369	13 427 172	65.3	Little Chute -----	112	25 698	16 014 892	77.9
De Pere -----	53	63 686	13 490 858	65.6	Sturtevant -----	113	24 364	16 039 256	78.0
Platteville -----	54	60 316	13 551 174	65.9	Park Falls -----	114	23 920	16 063 176	78.2
Ashland -----	55	59 702	13 610 876	66.2	Barron -----	115	23 596	16 086 772	78.3
Menasha -----	56	59 255	13 670 131	66.5	Hartland -----	116	23 506	16 110 278	78.4
Oak Creek -----	57	59 137	13 729 268	66.8	Union Grove -----	117	23 155	16 133 433	78.5
Cedarburg -----	58	58 418	13 787 686	67.1	Fox Point -----	118	22 827	16 156 260	78.6
Richland Center -----	59	58 148	13 845 834	67.4	Edgerton -----	119	22 008	16 178 268	78.7
Tomah -----	60	57 806	13 903 640	67.6	Germantown -----	120	20 850	16 199 118	78.8
Reedsburg -----	61	56 052	13 959 692	67.9	Sheboygan Falls -----	121	20 766	16 219 884	78.9
Waupaca -----	62	55 176	14 014 868	68.2	Bloomer -----	122	20 639	16 240 523	79.0
Shorewood -----	63	54 883	14 069 751	68.5	Rothschild -----	123	20 606	16 261 129	79.1
Fort Atkinson -----	64	54 509	14 124 260	68.7	Algoma -----	124	20 448	16 281 577	79.2
Delavan -----	65	54 023	14 178 283	69.0	West Salem -----	125	19 305	16 300 882	79.3
Brown Deer -----	66	53 472	14 231 755	69.2	Lake Mills -----	126	19 187	16 320 069	79.4
Middleton -----	67	52 455	14 284 210	69.5	Neillsville -----	127	19 110	16 339 179	79.5
Two Rivers -----	68	50 449	14 334 659	69.7	Mayville -----	128	19 016	16 358 195	79.6
Hudson -----	69	50 076	14 384 735	70.0	Delafield -----	129	18 721	16 376 916	79.7
Grafton -----	70	49 767	14 434 502	70.2	St. Francis -----	130	17 831	16 394 747	79.8
Stoughton -----	71	49 523	14 484 025	70.5	Sussex -----	131	17 455	16 412 202	79.8
Port Washington -----	72	48 239	14 532 264	70.7	Oconto -----	132	17 352	16 429 554	79.9
Plymouth -----	73	48 174	14 580 438	70.9	Oregon -----	133	16 961	16 446 515	80.0
South Milwaukee -----	74	47 942	14 628 380	71.2	Columbus -----	134	16 759	16 463 274	80.1
Merrill -----	75	47 881	14 676 261	71.4	De Forest -----	135	16 683	16 479 957	80.2
Kaukauna -----	76	47 103	14 723 364	71.6	Seymour -----	136	16 478	16 496 435	80.3
Whitewater -----	77	46 992	14 770 356	71.9	Brillion -----	137	16 431	16 512 866	80.3
Prairie du Chien -----	78	46 586	14 816 942	72.1	Oconto Falls -----	138	16 319	16 529 185	80.4
Sparta -----	79	46 180	14 863 122	72.3	Verona -----	139	16 287	16 545 472	80.5
Howard -----	80	45 953	14 909 075	72.5	Kewaunee -----	140	16 233	16 561 705	80.6
Mequon -----	81	45 728	14 954 803	72.8	Mount Horeb -----	141	15 741	16 577 446	80.7
Mauston -----	82	45 448	15 000 251	73.0	Twin Lakes -----	142	15 664	16 593 110	80.7
River Falls -----	83	42 941	15 043 192	73.2	Plover -----	143	15 049	16 608 159	80.8
Thiensville -----	84	42 637	15 085 829	73.4	Kiel -----	144	14 909	16 623 068	80.9
Hartford -----	85	41 092	15 126 921	73.6	Waunakee -----	145	14 909	16 637 977	80.9
Elkhorn -----	86	41 013	15 167 934	73.8	Mosinee -----	146	14 479	16 652 456	81.0
Clintonville -----	87	40 584	15 208 518	74.0	Peshigo -----	147	13 929	16 666 385	81.1
Black River Falls -----	88	40 303	15 248 821	74.2	Evansville -----	148	13 216	16 679 601	81.2
Berlin -----	89	38 635	15 287 456	74.4	Bayside -----	149	12 272	16 691 873	81.2
New Richmond -----	90	38 584	15 326 040	74.6	Brodhead -----	150	12 201	16 704 074	81.3
Ripon -----	91	38 245	15 364 285	74.8	New Holstein -----	151	11 610	16 715 684	81.3
Whitefish Bay -----	92	38 242	15 402 527	74.9	McFarland -----	152	11 340	16 727 024	81.4
Waupun -----	93	35 807	15 438 334	75.1	Mondovi -----	153	10 881	16 737 905	81.4
Medford -----	94	35 541	15 473 875	75.3	Horicon -----	154	9 679	16 747 584	81.5
Kimberly -----	95	35 465	15 509 340	75.5	Milton -----	155	8 853	16 756 437	81.5
Pewaukee -----	96	35 162	15 544 502	75.6	Prescott -----	156	8 778	16 765 215	81.6
Franklin -----	97	33 522	15 578 024	75.8	Nekoosa -----	157	8 078	16 773 293	81.6
Muskego -----	98	32 818	15 610 842	76.0	Omro -----	158	7 777	16 781 070	81.6
Onalaska -----	99	32 684	15 643 526	76.1	North Fond du Lac -----	159	6 183	16 787 253	81.7
Tomahawk -----	100	32 611	15 676 137	76.3	Altoona -----	160	3 947	16 791 200	81.7
					Saukville -----	161	2 212	16 793 412	81.7
					Combined Locks -----	162	1 225	16 794 637	81.7
					West Milwaukee -----	(X)	(D)	(X)	(X)

¹Places with suppressed sales (if applicable) are listed at end of table rather than by rank to avoid disclosing data for individual companies.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

APPENDIX A.

General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration—Firms in the 1982 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1982. Sales information for them was obtained from administrative records of other Federal agencies. Although consisting of a large number of firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$1,000 or more during 1982 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$1,000 or more. This change in qualifications for the 1982 census is described in the Comparability of the 1977 and 1982 Censuses section below.

- b. Selected small employers, i.e., single-establishment firms with payroll below a specified cutoff. (The term "employers" refers to all business firms with paid employees at anytime during 1982 as shown in the active administrative records of other Federal agencies.) Although the payroll cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were derived or estimated from the administrative records of other Federal agencies, except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1981 Report of Company Organization was used as a coverage check in the census. In the census mailing package containing the appropriate 1982 questionnaires, firms were sent a form to use in updating the list of establishments with those opened since 1981.

- b. The 10-percent sample of small employers referred to in section 1b above which were sent the census

mailing packages containing the appropriate 1982 questionnaires.

Method of classifying kinds of business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.¹ However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universe as follows:

1. The nonmail universe.

- a. All nonemployers were classified inside or outside of retail trade on the basis of information obtained from other Federal agencies. Data are not provided for nonemployers by kind of business as planned for 1982 because a substantial number of the non-employer records, obtained from the Internal Revenue Service (IRS), were miscoded by the IRS into miscellaneous categories rather than being classified in the specific kind of business.

- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1977 census. Otherwise, the classification was obtained from the administrative records of other Federal agencies.

If the census or administrative record classifications proved inadequate (none corresponded to a census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1982 census kind-of-business code.

2. Establishments in the mail universe were classified on the basis of their self designation and answers to questions on sales by merchandise lines and other special inquiries.

COMPARABILITY OF THE 1977 AND 1982 CENSUSES

The 1977 and 1982 censuses were conducted under similar conditions and procedures except for the following:

Geographic areas—The boundaries of a number of areas for which data are shown in the 1982 census are not the same as in the 1977 census because of annexations, other boundary changes, redefinitions of SMSA's, and changes in qualifying criteria since 1977.

In 1977, separate data were published for certain census-defined unincorporated places with 25,000 inhabitants or more. For 1982, data for census-defined, unincorporated places

¹Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 041-001-00066-6. 1977 Supplement. Stock No. 003-005-00176-0.

are no longer shown separately but are included as part of the "remainder of county" statistics. In addition, improved methods, used in the 1982 census for determining the proper geographic areas into which businesses are tabulated within a given county, resulted in a number of businesses that were not tabulated as part of the "remainder of county" statistics in previous censuses being included within the "remainder of county" for 1982.

In 1977, special economic urban areas (see Geographic Areas Covered in introductory text) in New England qualified for separate publication if they had an urban population of at least 2,500 and a total population of at least 10,000. For 1982, the urban population requirement has been eliminated, and the area must have a population of 10,000 to qualify for separate publication.

Leased departments—In 1977 and in prior censuses, data for leased departments were consolidated with the data for stores in which they were located. In the 1982 census, each leased department was treated as a separate establishment and was classified according to the kind of business it conducted. For example, in the 1977 reports, data for a leased department selling shoes were included in the kind-of-business statistics of the lessor store. For the 1982 reports, however, a leased department selling shoes would be considered a separate retail establishment under the "shoe store" classification. It should also be noted that in the 1982 classifications (with the exception of department stores for which leased department data are recognized for classification purposes), the procedure which separated the leased department from the main store might have affected the kind-of-business code assigned to a relatively small number of main stores, because the coding procedure did not take into account the lines of merchandise carried by the leased department.

Because of these changes in the leased department concepts between 1977 and 1982, the 1977 data were retabulated at the State and United States levels to put them on a comparable basis with the 1982 data. Also, due to the relatively high level of leased department activity in department stores, department store sales summaries for 1982 have been separately presented for the following classifications:

Department stores (incl. leased depts.)
Department stores (excl. leased depts.)

Nonemployer firms—In 1977, the census included any retail nonemployer firm which reported a sales volume of \$2,500 or more, plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. In the 1982 census, nonemployer firms are included if, on an annual basis, they reported a sales volume of at least \$1,000. This change was made so that establishments will be included in the retail census based on the same criterion used for including establishments in the other economic censuses, i.e., \$1,000. Had the 1982 criterion been applied in the 1977 Census of Retail Trade, an additional 62,000 nonemployers with sales of \$120.6 million would have been included.

In 1977 and prior censuses, the combined data for all establishments (nonemployer firms plus establishments of employer firms) were presented for selected kind-of-business classifications including all 2-digit major industry groups. For these censuses, data for nonemployer firms were obtained from administrative records of the Internal Revenue Services (IRS)

based on business tax returns. For 1982, data for nonemployers and the combined data for all establishments are presented only at the retail trade total level for all geographic areas. These data could not be published by kind of business as planned because many businesses were miscoded by the IRS into various miscellaneous categories rather than in the specific kind of business. As a result, when the IRS supplied the Bureau of the Census with the kind-of-business codes derived from information reported by businesses for 1982 on IRS form 1040, Schedule C, the Bureau found that there were proportionately far more businesses classified in miscellaneous categories for 1982 than for 1977. The Bureau of the Census and the IRS are taking steps to ensure that data can be published for all establishments by kind of business in the 1987 and subsequent censuses.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were derived from a sample and will be provided in the retail trade report, Miscellaneous Subjects (RC82-I-4). Each retail establishment was tabulated according to the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

A comparison of the number of establishments in business at the end of the year versus the number active any time during the year for the United States as a whole is presented, for establishments with payroll, by kind-of-business group and, for all establishments, only for total retail trade in appendix G of the United States Summary report included as part of this series.

When two activities or more were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

Firms—A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. For economic census purposes, the terms firm and company are synonymous.

Sales—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and

gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Annual payroll—Payroll includes all forms of compensation such as salaries, wages, commissions, bonuses, vacation allowances, sick-leave pay, and the value of payments in kind (e.g., free meals and lodgings) paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on form 941.

First quarter payroll—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1982.

Paid employees for pay period including March 12—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Legal form of organization—The legal form of organization for firms in the mail universe was based on the response to the organization status inquiry on the various census forms. The legal form of organization of nonmail firms was generally based on information available from the administrative records of other Federal agencies.

Limited data are published in this series of reports for individual proprietorships and partnerships. A later retail trade report, Establishment and Firm Size (Including Legal Form of Organization), RC82-I-1, will present data by the following legal forms of organization:

1. Corporations (including corporate cooperatives).
2. Individual proprietorships.
3. Partnerships.
4. Other types.

Auxiliary establishments—Each company included in this census was asked to identify and report separately those auxiliary locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for auxiliaries which primarily service retail establishments are presented for selected industrial classifications in tables included in the United States Summary report of this series. Data for auxiliaries are presented for more detailed industry breakdowns in a subsequent report issued as part of the 1982 Enterprise Statistics reports.

ALL ESTABLISHMENTS VERSUS ESTABLISHMENTS WITH PAYROLL

Most tables in this report present data for two major categories of establishments: All establishments and establishments with payroll.

The term "all establishments" includes those without payroll ("mom and pop" operators) and those with payroll. The number and sales of establishments without payroll is determined by subtracting data for establishments with payroll from data for all establishments.

As in the table below:

$$\begin{array}{r} 2,972 \text{ (Number of total establishments)} \\ -1,900 \text{ (Number of establishments with payroll)} \\ \hline 1,072 \text{ (Number of establishments without payroll)} \end{array}$$

The sales of the 1,072 establishments is \$27,006 (000).

Table 1. Summary Statistics for the State: 1982

(For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1977 and 1982 censuses, see appendix A)

SIC code	Kind of business	All establishments ¹				Establishments with payroll				
		Number	Sales (\$1,000)	Unincorporated businesses		Number	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
				Individual proprietorships (number)	Partnerships (number)					
	Retail trade ²	2 972	771 535	1 593	295	1 900	744 529	105 855	23 434	14 760

As explained in the "Comparability of 1977 and 1982 Censuses," data are not shown by kind of business for all establishments. Instead, the symbol †† appears to denote that data for all establishments are available only for total retail trade (see Abbreviations and Symbols in the introductory text).

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications according to the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC.

In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food stores classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products. (Information on the extent to which various broad groups of commodities, or merchandise lines, sold by different kinds of business is available in the 1982 Census of Retail Trade report, Merchandise Line Sales, RC82-I-3.)

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint,

glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as retail in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and other building materials dealers (SIC 521)—Establishments engaged in selling primarily lumber or lumber and a general line of building materials to the general public. While these establishments may also sell to contractors, they are known as retail in the trade. The lumber they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments not selling to the general public or known in the trade as wholesale are classified in SIC 503.

Paint, glass, and wallpaper stores (SIC 523)—Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public. While these establishments may also sell to contractors, they are known as retail in the trade. Establishments not selling to the general public or that are known in the trade as wholesale are classified in wholesale trade.

Hardware stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail nurseries, lawn and garden supply stores (SIC 526)—Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves. Establishments primarily engaged in the growing of plants are classified in SIC major group 01.

Mobile home dealers (SIC 527)—Establishments primarily engaged in the retail sales of new and used mobile homes, including parts and accessories. Establishments primarily selling travel trailers and campers are classified in SIC 5561.

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general

merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and soft goods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

The employment and lines of merchandise sold in leased departments are both taken into account when classifying a department store.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total store sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Due to the relatively high level of leased department activity in department stores, department store sales have been separately presented for the following classifications:

Department stores (incl. leased depts.)

Department stores (excl. leased depts.)

For States and for areas with 10,000 retail establishments or more, the following subcategories of Department stores (excl. leased depts.) are also presented:

Conventional department stores (SIC 531 pt.)—Establishments which satisfy the criteria of a department store (see above) and:

1. Usually provide check-out service and customer assistance (sales persons) within each department.
2. Frequently have a catalog order desk.
3. Are not affiliated with a company which operates similar establishments on a national basis.

These stores often sell:

1. Soft goods and hard goods which are primarily nationally advertised brands.
2. Appliances which are serviced by another company.
3. Limited lines of merchandise through seasonal or special catalogs.

Discount or mass merchandising department stores (SIC 531 pt.)—Establishments which satisfy the criteria of a department store (see above) and usually:

1. Convey the image of a high-volume, fast turnover outlet selling a variety of merchandise for less than conventional prices.

2. Provide centralized check-out service.

3. Do not provide customer assistance within store departments. Merchandise is normally sold through self-service with minimal assistance provided in any department.

4. Do not have a catalog order desk.

These stores often sell:

1. Soft goods which are usually their own corporate brands or are unbranded.
2. Hard goods which are primarily nationally advertised brands.
3. Appliances which are serviced by another company.

National chain department stores (SIC 531 pt.)—Establishments which satisfy the criteria of a department store (see above) and:

1. Usually provide check-out service and customer assistance (sales persons) within each department.
2. Usually have a catalog order desk.
3. Are affiliated with a company which operates similar establishments on a national basis.

These stores often sell:

1. Soft goods and hard goods which are their own corporate brands or are unbranded.
2. Appliances which are serviced by their own company.

Variety stores (SIC 533)—Establishments engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their totals sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers, and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and fish (seafood) markets (SIC 542)—Establishments primarily engaged in the retail sale of fresh, frozen or cured meats, fish, shellfish and other seafoods. They may also sell poultry, dairy products, eggs, and other commodities. Meat markets may butcher animals on their own account, or they may buy from others. This industry includes freezer and locker meat provisioners. Food locker plants primarily engaged in renting locker space for the storage of food products for individual households are classified in industry 4222.

Fruit stores and vegetable markets (SIC 543)—Establishments primarily selling fresh fruits and fresh vegetables. They frequently also carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included in the census.

Candy, nut, and confectionery stores (SIC 544)—Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores.

Dairy products stores (SIC 545)—Establishments primarily engaged in the retail sale of dairy products such as milk, cream, butter, cheese, and related products to over-the-counter customers. Ice cream and frozen custard stands are classified in SIC 5812 and establishments buying ice cream and similar products and selling them from trucks or wagons are classified in SIC 5963. Establishments primarily engaged in processing and distributing milk and cream are classified in SIC 2026.

Retail bakeries—baking and selling (SIC 5462)—Establishments primarily engaged in the retail sale of bakery products, such as bread, cakes, and pies, and preparing some or all of the products sold on the premises. Establishments manufacturing bakery products and selling them chiefly through house-to-house routes are classified in SIC 2051. Establishments purchasing bakery products and selling them house to house are classified in SIC 5963.

Retail bakeries—selling only (SIC 5463)—Establishments primarily engaged in the retail sale of bakery products such as bread, cakes, and pies, none of which are produced on the premises.

Miscellaneous food stores (SIC 549)—Establishments primarily engaged in the retail sale of specialized foods not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowls cleaned and dressed by others.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

Motor vehicle dealers—new and used cars (SIC 551)—Establishments primarily engaged in the sale of new automobiles or new and used automobiles. These establishments have a franchise for the sale of new domestic and/or new imported automobiles. They usually have a service and parts department.

Motor vehicle dealers—used cars only (SIC 552)—Establishments primarily selling used cars and not holding a franchise for the sale of new passenger cars.

Tire, battery, and accessory dealers (SIC 553 pt.)—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and other automotive parts and accessories. Establishments primarily selling used merchandise are classified as used merchandise stores (SIC 5931).

Other auto and home supply stores (SIC 553 pt.)—Establishments engaged in selling a combination of lines of merchandise including tires, batteries and accessories, household appliances, radios and television sets, sporting and recreational goods, toys, housewares, and hardware, no one of which accounts for over 49 percent of total sales.

Gasoline service stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

Boat dealers (SIC 555)—Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and utility trailer dealers (SIC 556)—Establishments primarily engaged in the retail sale of new and used recreational vehicles, trailers, campers (pickup coaches), and other trailers for passenger automobiles, and motor homes, including parts and accessories. Establishments primarily engaged in the retail sale of mobile homes are classified in SIC 527.

Motorcycle dealers (SIC 557)—Establishments primarily engaged in the retail sale of new and used motorcycles, motor scooters, and mopeds, including parts and accessories.

Automotive dealers, n.e.c. (SIC 559)—Establishments primarily engaged in the retail sale of new and used automotive

vehicles, such as snowmobiles, dunebuggies, and gocarts; aircraft; and new equipment and supplies, not elsewhere classified.

Apparel and Accessory Stores (SIC Major Group 56)

This major group includes retail stores primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for Department stores (SIC 531) or Miscellaneous general merchandise stores (SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Women's accessory and specialty stores (SIC 563)—Establishments primarily engaged in selling women's accessories and specialties, such as millinery (ready-to-wear and custom made), blouses, knitwear, hats, foundation garments, underclothing, negligees, robes, hosiery, costume jewelry, gloves, and handbags. (Separate data are shown only at the national level.)

Children's and infants' wear stores (SIC 564)—Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. They may specialize in either children's or infants' wear or sell a combination of children's and infants' wear.

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Men's shoe stores (SIC 566 pt.)—Establishments primarily selling men's and boys' shoes and other footwear. Establishments selling women's and girls' and/or children's and infants' footwear are included in this classification if sales of men's and boys' footwear are more than three times the combined sales of women's, girls', children's, and infants' footwear.

Women's shoe stores (SIC 566 pt.)—Establishments primarily selling women's and girls' shoes and other footwear. Establishments selling men's and boys' and/or children's and infants' footwear are included in this classification if sales of women's and girls' footwear are more than three times the combined sales of men's, boys', children's, and infants' footwear.

Children's and juveniles' shoe stores (SIC 566 pt.)—Establishments primarily selling children's and infants' shoes and other footwear. Establishments selling men's, boys', and/or women's and girls' footwear are included in this classification if sales of children's and infants' footwear are more than three times the combined sales of men's, boys', women's, and girls' footwear.

Family shoe stores (SIC 566 pt.)—Establishments primarily selling both men's and women's shoes and other footwear; they may or may not sell children's shoes. Frequently, they also sell accessories such as hosiery, gloves, and handbags. Establishments are included in this classification if (1) sales of any one of the three major groupings (men's and boys' footwear, women's and girls' footwear, and children's and infants' footwear) are not more than three times the sales of the other two groups combined and (2) if children's and infants' footwear are not carried, sales of the larger of the two remaining groups are not more than three times the sales of the smaller group.

Furriers and fur shops (SIC 568)—Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order. Establishments primarily engaged in fur repair and storage and which also may sell a minor amount of fur apparel are classified in SIC 7219. (Separate data are shown only at the national level.)

Miscellaneous apparel and accessory stores (SIC 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel, SIC 568) to individual order.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 5931. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios,

television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor covering stores (SIC 5713)—Establishments primarily engaged in the retail sale of floor coverings and related products. Establishments sometimes performing installation service are included in this industry. Contractors primarily engaged in installing floor coverings are classified in SIC 1752.

Drapery, curtain, and upholstery stores (SIC 5714)—Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custom-made draperies and slipcovers for household use also are included. Establishments primarily engaged in reupholstering or repairing furniture are classified in SIC 7641.

Miscellaneous home furnishing stores (SIC 5719)—Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, and window shades. Establishments primarily engaged in the retail sale of miscellaneous home furnishings by house-to-house canvass or by party-plan merchandising are classified in SIC 5963.

Household appliance stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

Radio and television stores (SIC 5732)—Establishments primarily engaged in the retail sale and installation of radios, television sets, home computers and software, record players, and high fidelity (hi-fi) and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

Record shops (SIC 5733 pt.)—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

Musical instrument stores (SIC 5733 pt.)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption.

Restaurants and lunchrooms (SIC 5812 pt.)—Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. These establishments provide waiter or waitress service and seating facilities for at least 15 patrons. They often serve alcoholic beverages. Establishments in which

sales of alcoholic beverages for consumption on the premises exceed sales of prepared food and nonalcoholic beverages are classified as Drinking places (alcoholic beverages) (SIC 5813).

Social caterers (SIC 5812 pt.)—Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc. at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment, but entertainment should be a minor part of the business. (Separate data are shown only at the national level.)

Cafeterias (SIC 5812 pt.)—Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers make selections from displayed items. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Refreshment places (SIC 5812 pt.)—Establishments primarily selling limited lines of refreshments and prepared food. Included in this group are establishments which prepare items such as pizza, chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

Contract feeding (SIC 5812 pt.)—Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institution, etc., but the management must always be supplied by the contractor. (Separate data are shown only at the national level.)

Ice cream and frozen custard stands (SIC 5812 pt.)—Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk. (Separate data are shown only at the national level.)

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, and liquor for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug stores (SIC 591 pt.)—Establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise and may operate a soda fountain or lunch counter. These stores are classified on the

basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores (SIC 591 pt.)—Establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and liquor for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Used merchandise stores (SIC 593)—This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, and batteries; musical instruments; office furniture; phonographs and phonograph records; and store fixtures and equipment. The industry also includes pawnshops. Dealers primarily engaged in selling used motor vehicles, trailers, and boats are classified in major group 55; those primarily selling used mobile homes, in SIC 5271; and those primarily selling scrap, waste, and junk, in SIC 5093. Establishments primarily engaged in automobile repair are classified in SIC 753.

General line sporting goods stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty line sporting goods stores (SIC 5941 pt.)—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, trophies, skiing, golfing, bowling, and billiards equipment.

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in mail order houses (SIC 5961).

Stationery stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, toy, and game shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film,

and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, novelty, and souvenir shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and leather goods stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Sewing, needlework, and piece goods stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Mail order houses (SIC 5961)—Establishments primarily selling merchandise as a result of orders received by mail. Customers are made aware of goods available for sale through catalogs, mailing pieces, advertisements in newspapers and magazines, and advertising on radio and television. Departmentalized retail stores normally with 25 employees or more and operated by mail order houses and selling a general line of merchandise are classified in SIC 531. Retail stores normally with less than 25 employees and operated by mail order houses and selling a general line of merchandise are classified in SIC 539. In some tabulations at the national level, mail order houses are divided into subclassifications on the basis of the merchandise they sell. The subclassifications are department store merchandise, other general merchandise, and other mail order houses.

Automatic merchandising machine operators (SIC 5962)—Establishments primarily engaged in the retail sale of products by automatic merchandising units (vending machines) which are generally located on the premises of other businesses. This industry does not include coin-operated service machines such as washers and dryers (SIC 7215), music machines and amusement game machines (SIC 7993), and lockers and scales (SIC 7299). The "establishment" is the location from which the vending route (or routes) is serviced, not the number of vending machines or the number of business locations in which vending machines are located.

Since many automatic merchandising machine operations are conducted in conjunction with the operation of manufacturing plants and of other establishments not classified in retail trade, data for "retail" automatic merchandising machine operators should not be interpreted as a measure of total sales through automatic merchandising machines. Nor do the data for "retail" automatic merchandising machine operators include sales made through automatic merchandising machines owned by establishments classified in other kinds of retail trade.

Direct selling establishments (SIC 5963)—Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The "establishment" is the location from which the canvassers operate. Canvassers who do not have any paid help are excluded from the tabulations in this report. In some tabulations at the national level, direct selling organizations are divided into subclassifications on the basis of the merchandise they sell. The subclassifications are furniture, home furnishings and equipment; mobile food service; books and stationery; and other direct selling.

Fuel and ice dealers, n.e.c. (SIC 5982)—Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines. Establishments primarily selling fuel oil are classified in SIC 5983 and those primarily selling bottled gas in SIC 5984.

Fuel oil dealers (SIC 5983)—Establishments primarily engaged in the retail sale of fuel oil. Establishments primarily selling fuel oil burners are classified in SIC 5074; dealers primarily engaged in installing and servicing fuel oil burners, in SIC 1711; and fuel oil burner repair service only, in SIC 7699.

Liquefied petroleum gas (bottled gas) dealers (SIC 5984)—Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk).

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

Cigar stores and stands (SIC 5993)—Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and

smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports; and other public places.

News dealers and newsstands (SIC 5994)—Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals. Home delivery of newspapers by other than printers or publishers is classified in SIC 5963. Establishments engaged in delivering newspapers for subsequent home delivery are classified in SIC 4212.

Miscellaneous retail stores, n.e.c. (SIC 5999)—Establishments primarily engaged in the retail sale of specialized lines of merchandise not elsewhere classified. This industry also includes establishments primarily engaged in selling a general line of their own or consigned merchandise at retail or at auction. Establishments primarily engaged in auctioning tangible personal property of others on a fee basis are classified in SIC 7399. In some tabulations, Miscellaneous retail stores are divided into subclassifications on the basis of the merchandise they sell. The subclassifications are optical goods stores, pet shops, typewriter stores, and other retail stores.

APPENDIX B. General Questions



U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

1982 CENSUS OF RETAIL TRADE

O.M.B. APPROVAL NO. 0607-0371 EXPIRES 12/84

NOTICE — Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

Please complete this form and RETURN TO
BUREAU OF THE CENSUS
1201 East Tenth Street
Jeffersonville, Indiana 47134

DUE DATE: FEBRUARY 15, 1983

If you cannot file by the due date, a time extension request should be sent to the above address; please include your 11-digit Census File Number (CFN).

Note — Please read the accompanying instructions before answering the questions.

In correspondence pertaining to this report, please refer to this Census File Number (CFN)

Employer Identification (EI) Number

CB-5801

Please correct errors in name, address, and ZIP code. ENTER street and number if not shown.

Item 1 — EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number shown in the label the SAME as that used for this establishment on its latest 1982 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 ☐ YES (9 digits)
2 ☐ NO — Enter current EI No. →

Item 2 — PHYSICAL LOCATION OF ESTABLISHMENT

Answer items a, b, c, and d

NOTE: P.O. boxes or rural routes are not physical locations.

a. ☐ Same as shown in mailing label. If different, indicate change.

NUMBER AND STREET		
CITY, TOWN, VILLAGE, ETC.	STATE	ZIP CODE

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 ☐ YES 3 ☐ No legal boundaries
2 ☐ NO 4 ☐ Don't know

c. Type of municipality where physically located

096 1 ☐ City, village, or borough 3 ☐ Other or don't know
2 ☐ Town or township

d. Name of county where physically located

Item 3 — OPERATIONAL STATUS

Number of months
002

a. How many months during 1982 did this firm or organization actively operate this establishment?

b. Mark (X) the **ONE** box which best describes this establishment at the end of 1982.

001 1 ☐ In operation
2 ☐ Temporarily or seasonally inactive
3 ☐ Ceased operation — Give date →
4 ☐ Sold or leased to another operator — Give date at right AND enter name, etc., below

Figures only

Month	Day	Year

NAME OF NEW OWNER OR OPERATOR

NUMBER AND STREET

CITY STATE ZIP CODE

Item 4 — ORGANIZATIONAL STATUS — Mark (X) the **ONE** box which best describes this establishment during 1982.

- 003 1 ☐ Individual proprietorship
2 ☐ Partnership
3 ☐ Cooperative association (taxable)
4 ☐ Cooperative association (tax-exempt)
5 ☐ Government — Specify _____
6 ☐ Corporation (Do not mark if any form of cooperative association.)
9 ☐ Other — Specify _____

HOW TO REPORT DOLLAR FIGURES

Value figures may be reported in dollars or rounded to thousands.

Example: If a figure is \$1,125,628, report either

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	126	
1	125	628

• Preferred
• Acceptable

Item 5 — DOLLAR VOLUME OF BUSINESS IN 1982

Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

Mil.	Thou.	Dol.
010		

Item 6 — PAYROLL AND EMPLOYMENT

a. Payroll in 1982, before deductions

(1) Total ANNUAL payroll

Mil.	Thou.	Dol.
030		

(2) FIRST QUARTER payroll

b. Employment in 1982

Number
032

Number of paid employees for the pay period including March 12, 1982. (Include both full- and part-time employees.)

Item 9 — KIND OF BUSINESS — Mark (X) the **ONE** box which best describes the **PRINCIPAL** kind of business of this establishment in 1982.

(Categories appropriate to individual form)

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2 →

Item 11 - MERCHANDISE LINES					Number				
Report sales either in dollar figures (see example on page 1), or as a percent (in whole percents) of total sales (see example below).					c. How many establishments were operated under the EI Number shown in the address label (or as corrected in item 1) at the end of 1982? 079				
HOW TO REPORT PERCENTS	If figure is 38.76% of total sales:	Mil.	Thou.	Dol.	Per-cent				
	• Report whole percents				39				
	Not acceptable				38.76				
Merchandise lines		Cen-sus use	Estimated sales during 1982						
			Mil.	Thou.	Dol.	Per-cent			
(Categories appropriate to individual form)									
<div style="display: flex; justify-content: space-between;"> <div style="width: 15%;">NOTE</div> <div>Answer item 13 only if your Census File Number (CFN), shown in the address label of this report form, begins with a zero.</div> </div>									
Item 13 - OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION									
a. Is this company owned or controlled by another company? 097 1 <input type="checkbox"/> YES → 2 <input type="checkbox"/> NO					ENTER OWNING OR CONTROLLING COMPANY NAME, ADDRESS, AND ZIP CODE EI No. (9 digits) 				
b. Does this company own or control any other company or companies? 098 1 <input type="checkbox"/> YES → 2 <input type="checkbox"/> NO					ENTER OWNED OR CONTROLLED COMPANY NAME, ADDRESS, AND ZIP CODE EI No. (9 digits) 				
					c. How many establishments were operated under the EI Number shown in the address label (or as corrected in item 1) at the end of 1982?				
					If more than one, provide the physical location address and other information indicated below for each establishment. Continue with same format in item 14 (or attach a separate sheet) if necessary.				
					1 NAME, ADDRESS, AND ZIP CODE				
					1982 Mil. Thou. Dol. Sales 081				
					Annual payroll 082				
					Census use 088				
					2 KIND-OF-BUSINESS DESCRIPTION				
					NAME, ADDRESS, AND ZIP CODE				
					1982 Mil. Thou. Dol. Sales 081				
					Annual payroll 082				
					Census use 088				
					3 KIND-OF-BUSINESS DESCRIPTION				
					NAME, ADDRESS, AND ZIP CODE				
					1982 Mil. Thou. Dol. Sales 081				
					Annual payroll 082				
					Census use 088				
					4 KIND-OF-BUSINESS DESCRIPTION				
					NAME, ADDRESS, AND ZIP CODE				
					1982 Mil. Thou. Dol. Sales 081				
					Annual payroll 082				
					Census use 088				

APPENDIX C.

Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Reporting form CB-	SIC code	Title	Reporting form CB-
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS		57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	
5211	Lumber and other building materials dealers.....	5201	5712	Furniture stores.....	5701
5231	Paint, glass, and wallpaper stores.....	5202	5713	Floor covering stores.....	5704
5251	Hardware stores.....	5203	5714	Drapery, curtain, and upholstery stores.....	5705
5261	Retail nurseries, lawn and garden supply stores....	5204	5719	Miscellaneous home furnishing stores.....	5705
5271	Mobile home dealers.....	5205	5722	Household appliance stores.....	5702
			5732	Radio and television stores.....	5702
53	GENERAL MERCHANDISE GROUP STORES		5733 pt.	Record shops.....	5703
			5733 pt.	Musical instrument stores.....	5703
5311 pt.	Conventional department stores.....	5301	58	EATING AND DRINKING PLACES	
5311 pt.	Discount or mass merchandising department stores...	5301	5812 pt.	Restaurants and lunchrooms.....	5801
5311 pt.	National chain department stores.....	5301	5812 pt.	Social caterers.....	5801
5331	Variety stores.....	5302	5812 pt.	Cafeterias.....	5801
5399	Miscellaneous general merchandise stores.....	5301	5812 pt.	Refreshment places.....	5801
			5812 pt.	Contract feeding.....	5802
54	FOOD STORES		5812 pt.	Ice cream, frozen custard stands.....	5801
			5813	Drinking places (alcoholic beverages).....	5801
5411	Grocery stores.....	5400	59	MISCELLANEOUS RETAIL STORES	
5423	Meat and fish (seafood) markets.....	5400			
5431	Fruit stores and vegetable markets.....	5400	5912 pt.	Drug stores.....	5901
5441	Candy, nut, and confectionery stores.....	5400	5912 pt.	Proprietary stores.....	5901
5451	Dairy products stores.....	5400	5921	Liquor stores.....	5902
5462	Retail bakeries--baking and selling.....	5400	5931	Used merchandise stores.....	5903
5463	Retail bakeries--selling only.....	5400	5941 pt.	General line sporting goods stores.....	5904
5499	Miscellaneous food stores.....	5400	5941 pt.	Specialty line sporting goods stores.....	5904
			5942	Book stores.....	5905
55	AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS		5943	Stationery stores.....	5905
			5944	Jewelry stores.....	5906
5511	Motor vehicle dealers--new and used cars.....	5501	5945	Hobby, toy, and game shops.....	5907
5521	Motor vehicle dealers--used cars only.....	5501	5946	Camera and photographic supply stores.....	5908
5531 pt.	Tire, battery, and accessory dealers.....	5502	5947	Craft, novelty, and souvenir shops.....	5905
5531 pt.	Other auto and home supply stores.....	5502	5948	Luggage and leather goods stores.....	5905
5541	Gasoline service stations.....	5504	5949	Sewing, needlework, and piece goods stores.....	5909
5551	Boat dealers.....	5503			
5561	Recreational and utility trailer dealers.....	5503	5961 pt.	Department store merchandise--mail order.....	5910
5571	Motorcycle dealers.....	5503	5961 pt.	General merchandise, n.e.c.--mail order.....	5910
5599	Automotive dealers, n.e.c.....	5503	5961 pt.	Other mail-order houses.....	5910
			5962	Automatic merchandising machine operators.....	5802
56	APPAREL AND ACCESSORY STORES		5963 pt.	Furniture, home furnishings, equipment--direct selling.....	5910
5611	Men's and boys' clothing and furnishings stores....	5601	5963 pt.	Mobile food service--direct selling.....	5910
5621	Women's ready-to-wear stores.....	5601	5963 pt.	Books and stationery--direct selling.....	5910
5631	Women's accessory and specialty stores.....	5601	5963 pt.	Other direct selling.....	5910
			5982	Fuel and ice dealers, n.e.c.....	5911
5641	Children's and infants' wear stores.....	5601	5983	Fuel oil dealers.....	5911
5651	Family clothing stores.....	5601	5984	Liquefied petroleum gas (bottled gas) dealers.....	5911
			5992	Florists.....	5912
5661 pt.	Men's shoe stores.....	5602	5993	Cigar stores and stands.....	5902
5661 pt.	Women's shoe stores.....	5602	5994	News dealers and newsstands.....	5902
5661 pt.	Children's and juveniles' shoe stores.....	5602	5999 pt.	Optical goods stores.....	5913
5661 pt.	Family shoe stores.....	5602	5999 pt.	Pet shops.....	5914
5681	Furriers and fur shops.....	5601	5999 pt.	Typewriter stores.....	5905
			5999 pt.	Other retail stores, n.e.c.....	5916
5699	Miscellaneous apparel and accessory stores.....	5601			

APPENDIX D.

Standard Consolidated Statistical Areas and Standard Metropolitan Statistical Areas

[Titles and definitions shown for SCSA's and SMSA's are those established by the Office of Management and Budget, as of January 1982]

Standard Consolidated Statistical Areas

SCSA and definition
Chicago-Gary-Kenosha, Ill.-Ind.-Wis.¹ Chicago, Ill., SMSA Gary-Hammond-East Chicago, Ind., SMSA Kenosha, Wis., SMSA ¹
Milwaukee-Racine, Wis. Milwaukee, Wis., SMSA Racine, Wis., SMSA

¹1977 title was Chicago-Gary, Ill.-Ind.; Kenosha, Wis., SMSA has been added.

Standard Metropolitan Statistical Areas

SMSA and definition	SMSA and definition
Appleton-Oshkosh, Wis. Calumet County, Wis. Outagamie County, Wis. Winnebago County, Wis.	Milwaukee, Wis. Milwaukee County, Wis. Ozaukee County, Wis. Washington County, Wis. Waukesha County, Wis.
Duluth-Superior, Minn.-Wis. St. Louis County, Minn. Douglas County, Wis.	Minneapolis-St. Paul, Minn.-Wis. Anoka County, Minn. Carver County, Minn. Chisago County, Minn. Dakota County, Minn. Hennepin County, Minn. Ramsey County, Minn. Scott County, Minn. Washington County, Minn. Wright County, Minn. St. Croix County, Wis.
Eau Claire, Wis. Chippewa County, Wis. Eau Claire County, Wis.	Racine, Wis. Racine County, Wis.
Green Bay, Wis. Brown County, Wis.	Sheboygan, Wis.¹ Sheboygan County, Wis.
Janesville-Beloit, Wis.¹ Rock County, Wis.	Wausau, Wis.¹ Marathon County, Wis.
Kenosha, Wis. Kenosha County, Wis.	
La Crosse, Wis. La Crosse County, Wis.	
Madison, Wis. Dane County, Wis.	

¹New SMSA since 1977 Economic Censuses.

APPENDIX E.

Percent of Sales Data Based on Administrative Records and Estimation for the State: 1982

[For the retail trade total, data are shown for all establishments. Data for individual retail kinds of business are shown only for establishments with payroll. For meaning of abbreviations and symbols, and for more information on reliability of data, see introductory text]

SIC code	Kind of business	Percent of sales†—		SIC code	Kind of business	Percent of sales†—	
		From administrative records¹	Estimated²			From administrative records¹	Estimated²
	Retail trade³ ⁴	1	0	57	Furniture, home furnishings, and equipment stores	1	0
52	Building materials, hardware, garden supply, and mobile home dealers	1	1	5712	Furniture stores	1	0
521, 3	Building materials and supply stores	2	1	5713, 4, 9	Home furnishing stores	2	0
521	Lumber and other building materials dealers	2	0	5713	Floor covering stores	2	0
523	Paint, glass, and wallpaper stores	1	0	5714	Drapery, curtain, and upholstery stores	2	0
525	Hardware stores	1	0	5719	Miscellaneous home furnishing stores	1	0
526	Retail nurseries, lawn and garden supply stores	0	0				
527	Mobile home dealers	2	0	572	Household appliance stores	1	0
53	General merchandise group stores	0	0	573	Radio, television, and music stores	1	0
531	Department stores (incl. leased depts.)⁵ ⁶	0	0	5732	Radio and television stores	1	0
531 pt.	Department stores (excl. leased depts.)⁵	0	0	5733	Music stores	1	1
531 pt.	Conventional⁵	(D)	(D)	5733 pt.	Record shops	3	1
531 pt.	Discount or mass merchandising⁵	0	0	5733 pt.	Musical instrument stores	0	0
531 pt.	National chain⁵	(D)	(D)	58	Eating and drinking places	1	1
533	Variety stores	0	0	5812	Eating places	1	1
539	Miscellaneous general merchandise stores	0	0	5812 pt.	Restaurants and lunchrooms	1	1
54	Food stores	0	0	5812 pt.	Cafeterias	1	0
541	Grocery stores	0	0	5812 pt.	Refreshment places	1	0
542	Meat and fish (seafood) markets	1	0	5812 pt.	Other eating places	1	1
546	Retail bakeries	1	1	5813	Drinking places (alcoholic beverages)	3	1
5462	Retail bakeries—baking and selling	1	0	591	Drug and proprietary stores	1	0
5463	Retail bakeries—selling only	0	1	591 pt.	Drug stores	1	0
543, 4, 5, 9	Other food stores	1	1	591 pt.	Proprietary stores	1	1
543	Fruit stores and vegetable markets	0	0				
544	Candy, nut, and confectionery stores	1	2	59 ex. 591	Miscellaneous retail stores	1	0
545	Dairy products stores	1	1	592	Liquor stores	1	0
549	Miscellaneous food stores	2	1	593	Used merchandise stores	1	1
55 ex. 554	Automotive dealers	2	0	594	Miscellaneous shopping goods stores	1	1
551	Motor vehicle dealers—new and used cars	2	0	5941	Sporting goods stores and bicycle shops	1	1
552	Motor vehicle dealers—used cars only	2	1	5941 pt.	General line sporting goods stores	2	0
553	Auto and home supply stores	0	1	5941 pt.	Specialty line sporting goods stores	1	1
553 pt.	Tire, battery, and accessory dealers	1	1				
553 pt.	Other auto and home supply stores	0	0	5942	Book stores	0	1
555, 6, 7, 9	Miscellaneous automotive dealers	1	1	5943	Stationery stores	2	2
555	Boat dealers	1	0	5944	Jewelry stores	1	1
556	Recreational and utility trailer dealers	2	1	5945	Hobby, toy, and game shops	1	1
557	Motorcycle dealers	1	1	5946	Camera and photographic supply stores	1	0
559	Automotive dealers, n.e.c.	1	0	5947	Gift, novelty, and souvenir shops	1	1
554	Gasoline service stations	1	0	5948	Luggage and leather goods stores	1	1
56	Apparel and accessory stores	1	0	5949	Sewing, needlework, and piece goods stores	1	0
561	Men's and boys' clothing and furnishings stores	1	1	596	Nonstore retailers	0	0
562, 3, 8	Women's clothing and specialty stores and furriers	0	0	5961	Mail order houses	0	0
562	Women's ready-to-wear stores	0	0	5962	Automatic merchandising machine operators	0	0
563, 8	Women's accessory and specialty stores and furriers	0	1	5963	Direct selling establishments	0	1
565	Family clothing stores	0	0	598	Fuel and ice dealers	1	0
566	Shoe stores	1	0	5983	Fuel oil dealers	1	0
566 pt.	Men's shoe stores	0	1	5984	Liquefied petroleum gas (bottled gas) dealers	0	0
566 pt.	Women's shoe stores	1	0	5982	Fuel and ice dealers, n.e.c.	7	1
566 pt.	Children's and juveniles' shoe stores	0	0	5992	Florists	2	1
566 pt.	Family shoe stores	1	0	5993	Cigar stores and stands	3	1
564, 9	Other apparel and accessory stores	2	0	5994	News dealers and newsstands	4	0
564	Children's and infants' wear stores	3	0	5999	Miscellaneous retail stores, n.e.c.	1	1
569	Miscellaneous apparel and accessory stores	2	1	5999 pt.	Optical goods stores	0	0
				5999 pt.	Pet shops	1	1
				5999 pt.	Typewriter stores	2	1
				5999 pt.	Other miscellaneous retail stores, n.e.c.	2	1

† Coverage symbols: 0—Less than 10 percent; 1—10 to 19 percent; 2—20 to 29 percent; 3—30 to 39 percent; 4—40 to 49 percent; 5—50 to 59 percent; 6—60 to 69 percent; 7—70 to 79 percent; 8—80 to 89 percent; 9—90 percent or more.

¹Includes sales information obtained from administrative records of other Federal agencies.

²Includes sales information which was imputed based on historic company ratios or administrative records, or on industry averages.

³Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

⁴Excludes nonemployer direct sellers, SIC 5963.

⁵Includes sales from catalog order desks.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

APPENDIX F.

Geographic Notes

Appleton is in Calumet, Outagamie, and Winnebago Counties.

Ashwaubenon was incorporated in September 1977.

Bayside is in Milwaukee and Ozaukee Counties.

Berlin is in Green Lake and Waushara Counties.

Burlington is in Racine and Walworth Counties.

Eau Claire is in Chippewa and Eau Claire Counties.

Kiel is in Calumet and Manitowoc Counties.

Marshfield is in Marathon and Wood Counties.

Milwaukee is in Milwaukee and Washington Counties.

New London is in Outagamie and Waupaca Counties.

River Falls is in Pierce and St. Croix Counties.

Watertown is in Dodge and Jefferson Counties.

Waupun is in Dodge and Fond du Lac Counties.

Whitewater is in Jefferson and Walworth Counties.

Wisconsin Dells is in Columbia and Sauk Counties.

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PUBLICATION PROGRAM

1982 CENSUS OF RETAIL TRADE

Publications of the 1982 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Data User Services Division, Customer Services (Publications), Bureau of the Census, Washington, D.C. 20233. The first results were issued in preliminary reports. Final detailed statistics are issued in separate paperbound reports, which subsequently are assembled and reissued in clothbound volumes.

Final Reports

Geographic area series—52 reports (RC82-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report presents general statistics for establishments with payroll, on number of establishments, sales, payroll, and employment, by varied retail classifications. Data for all establishments (establishments with payroll and establishments without payroll) are presented on number of establishments, sales, and number of proprietorships and partnerships, only for total retail trade. All statistics are presented for the State, SMSA's, counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. For each State, the District of Columbia, and the United States, 1982 data are provided for all establishments on sales per capita, number of inhabitants per establishment, and sales per establishment, only for total retail trade. In addition, for establishments with payroll, data are shown by kind of business on sales and employees per establishment and sales and payroll per employee. Comparative statistics showing percent changes in sales and payroll between 1977 and 1982 are shown by kind of business for establishments with payroll and, for all establishments, only for total retail trade.

Major retail center series—51 reports (RC82-C-1 to -51)

A separate report is being issued for each State and the District of Columbia. Each report presents statistics for retail establishments with payroll by varied kind-of-business detail on number, sales, payroll, and employment. In addition, data for all establishments are presented on number and sales only for total retail trade.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and all other major retail centers (MRC's) in the SMSA.

Descriptions of the boundaries of each CBD and MRC also are included.

Industry series—56 reports (RC82-I-1, 2, 3 (1 to 53), and 4)

The first report (RC82-I-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business or kind-of-business group for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented for establishments with payroll by kind of business on the number of establishments, sales, payroll, and employment for the United States and, for all establishments, only for total retail trade.

A report (RC82-I-2) on measures of value produced, capital expenditures, depreciable assets, and operating expenses presents data for retail

firms with payroll for the United States by major kinds of business. Data also are provided on sales, purchases, and beginning and ending inventories. Measures of value produced include gross margin, value added, and net income produced at market prices and factor costs. Operating expenses include annual payroll, supplemental labor costs, purchased services, etc.

The merchandise line sales series (RC82-I-3 (1 to 53)) presents data on major categories of merchandise sold by retail kinds of business for each State and the District of Columbia, each SMSA, and the United States as a whole. Data for States and most SMSA's will be available on microfiche only. Tables present data for establishments with payroll for each kind of business and show, for each merchandise line, the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary statistics also are provided for the 34 broad merchandise line categories, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

A miscellaneous subjects report (RC82-I-4) contains special statistics on eating and drinking places, gasoline service stations and liquefied petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

Final Report Volumes

- Volume I. Retail—Summary and Industry Statistics. Includes data previously issued in series RC82-I.
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- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC82-C.

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Every final report in the 1982 Census of Retail Trade will be available on microfiche.

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Selected data—generally detailed information by industry and/or geographic area—also are available on public-use computer tapes. For the selected data, these tapes will provide the same information found in the final reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data. These tapes, with corresponding technical documentation, are sold by Data User Services Division, Customer Services (Tapes), Bureau of the Census, Washington, D.C. 20233.

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Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, transportation, enterprise statistics, minority-owned business enterprises, and women-owned businesses also are available from the 1982 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, Guam, and the Northern Marianas. Separate announcements describing these reports are available free of charge from Data User Services Division, Customer Services (Publications), Bureau of the Census, Washington, D.C. 20233.

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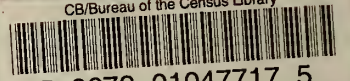


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